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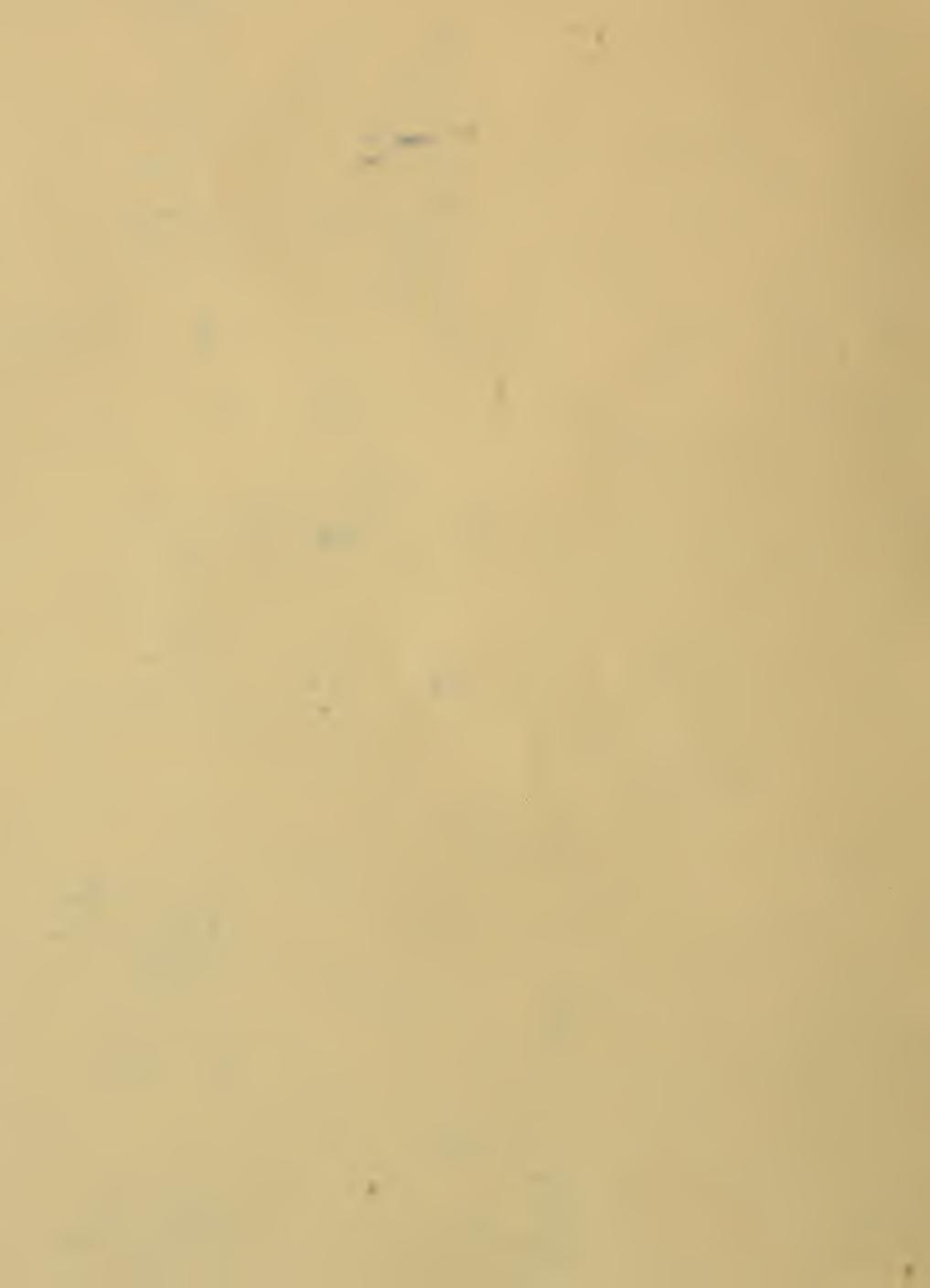
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The
**34 Common
Tennis
Errors**
and
The Remedies

By Charles LaRue

AMERICAN SPORTS PUBLISHING CO.
21 Warren Street, New York



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THE
THIRTY-FOUR COMMON
TENNIS ERRORS
OF
THE MILLION PLAYERS
AND
THE REMEDIES
ALSO
A THEORY OF CAMPAIGN
(NEVER BEFORE STATED)

BY
CHARLES LARUE

PUBLISHED BY
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DEDICATED TO
THE OTHER "DUBS"
BY
CHARLES LARUE,
NEW YORK CITY

*"And may you better reck the rede
Than ever did th' adviser."*

—ROBERT BURNS.

INTRODUCTION

The tennis primers teaching the rules and elements of the game relate to facts usually learned from friends, and therefore are little read.

The facts regarding grips and strokes are also easiest learned by imitating your friends and therefore Mr. Vaile's admirable work on that subject is neglected by nine players out of ten.

The elaborate books by illustrious players are accorded that degree of interest due to celebrity and due to the entertainment afforded by biography, history of the sport, accounts of matches and theories on all conceivable topics.

But the average player really yearns for only one thing in print, namely, to be told what his errors are and how to correct them.

The thirty-four common simple errors discussed in the next few pages cannot elsewhere

be found in print without laborious search through long books of irrelevant matters and through the drawing of difficult deductions. Practically the errors and remedies are "concealed" rather than "set forth" in these elaborate treatises.

This book will avoid the topics which have been mentioned as lacking interest and confine itself to the common errors, their remedies and the theories relevant thereto. It will include a general theory of campaign never before set forth.

Its value is its usefulness.

Its novelty is that it presents desired facts which can be found elsewhere only with the greatest effort, and presents them concisely and grouped with an approach to system.

The man who makes no errors is not invariably the best to give advice, because he is apt to overlook entirely what he considers almost impossible "fool" mistakes and his technical instruction sometimes passes the understanding of the mediocre player. The most serviceable tips to the poor players come usually

from those little better than themselves. In short, in some ways only a "dub" can teach a "dub," because only he understands "dubness." The writer claims no special personal tennis-playing proficiency, but merely thirty years of observation as player and spectator and the ability to analyze the cause of error, to prescribe in usable form the appropriate remedies and arrange them with an approach to system.

"PRESSING" CONTRASTED WITH UNDER-PLAY.

The most important errors are the wrong selection of degree of speed, twist and close placement, and I therefore take this as the principal starting point in arranging a discussion of errors.

The two most general, most persistent and most harmful errors relating to degree of speed, twist and close placement are the two opposite characteristics of too great zeal and too great caution. The former I will call "pressing" (adopting the golf term); the latter I will term "under-play" (as I seem to lack an

established single word with sufficiently accurate meaning). Practically all players have to a greater or less degree either one characteristic or the other, and probably a majority of players succeed in cultivating both of these contrasted faults by varying from one to the other. In this class cultivating both characteristics are:

- (1) Those who *for a time* press all shots *and then for a time* under-play all shots, and
- (2) Others who simultaneously combine the two faults by pressing at all times on *certain kinds* of shots and by under-playing at all times on *certain other kinds* of shots. (The most common examples of the latter are those unduly pressing their first serves while unreasonably under-playing their second serves.)

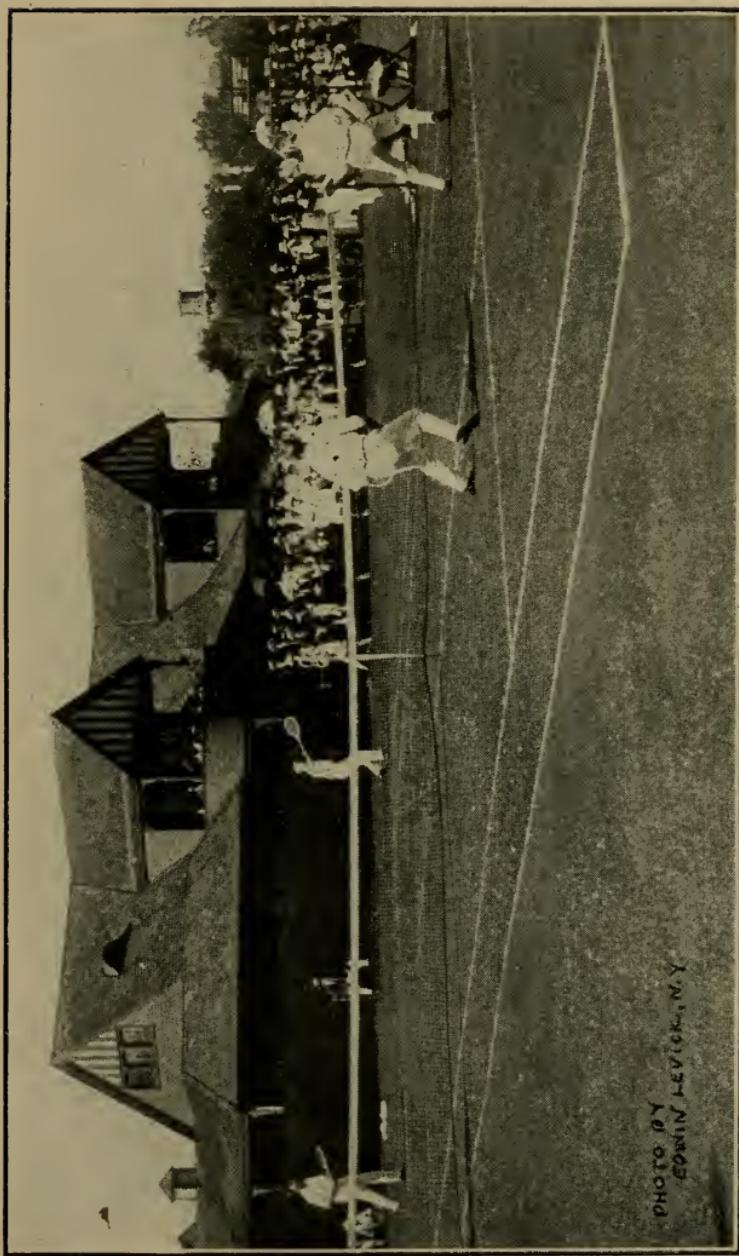


PHOTO BY
EDWIN LEWIS, N.Y.

This shows Bundy correctly making a lob from back-court when the net seems covered by his adversaries. Observe the ready-to-play attitude of the opponents, crouched, with knees bent and racket in both hands. In this photo both are starting back together.

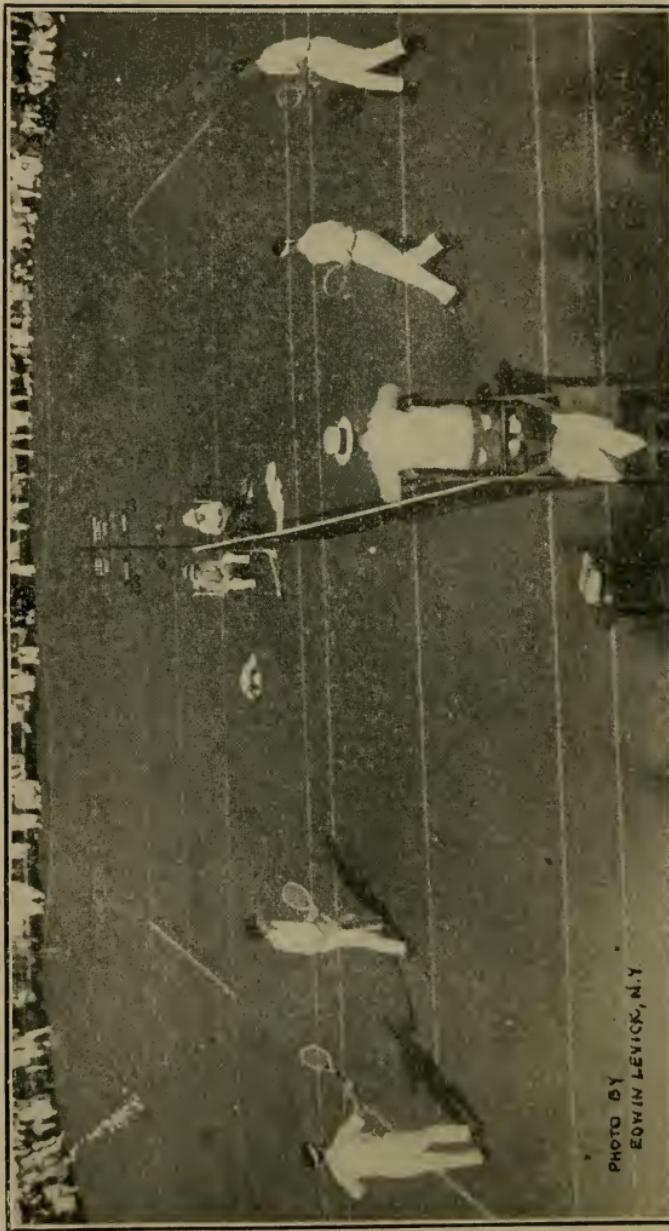


PHOTO BY
EOWIN LEVICK, N.Y.

This picture is to show an apparently incorrect position of the partners, Pell and Behr, both on the same side of the court and one in front of the other, so that if Bundy's play had cleared the net there would have been no one there to receive it. Probably the correct position had been intentionally relinquished to make the preceding shot in the (correct) expectation that it would not be returned. Every rule of position can be disregarded for the sake of a sure "kill." Bundy's position farther back than his partner was probably due to retreating for present shot.

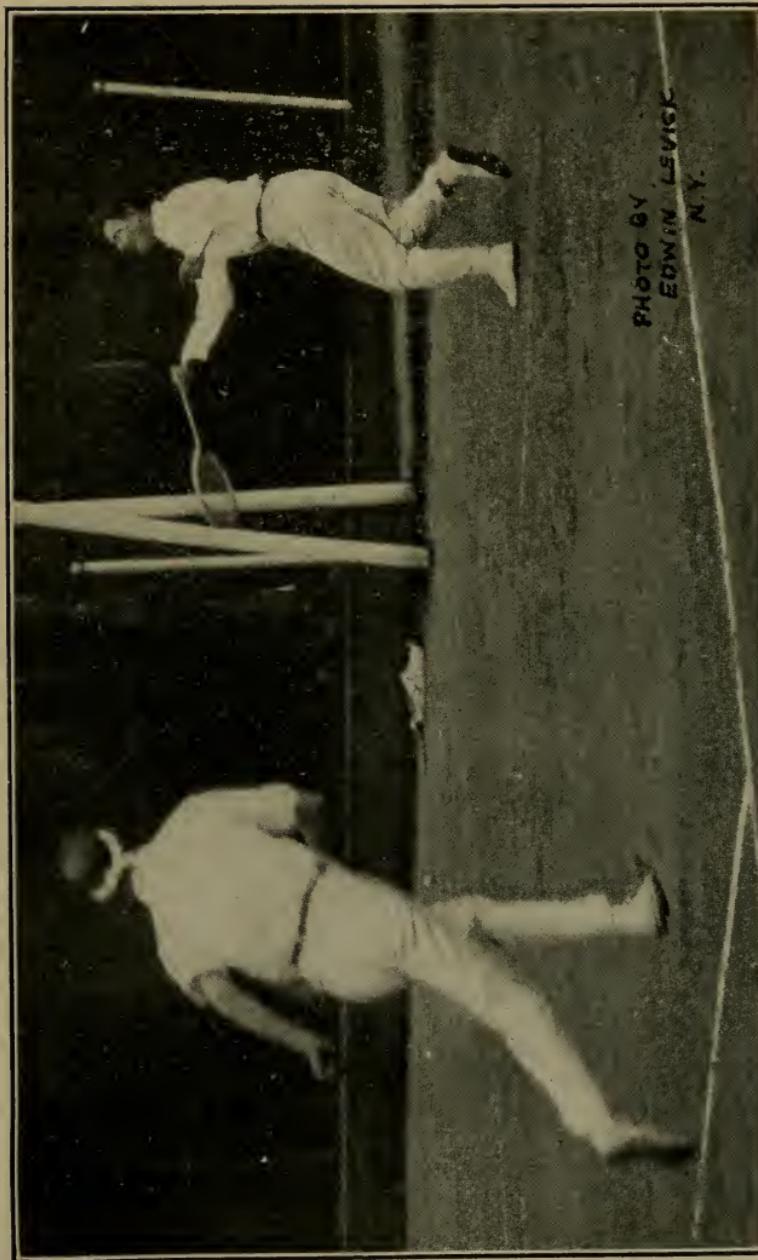
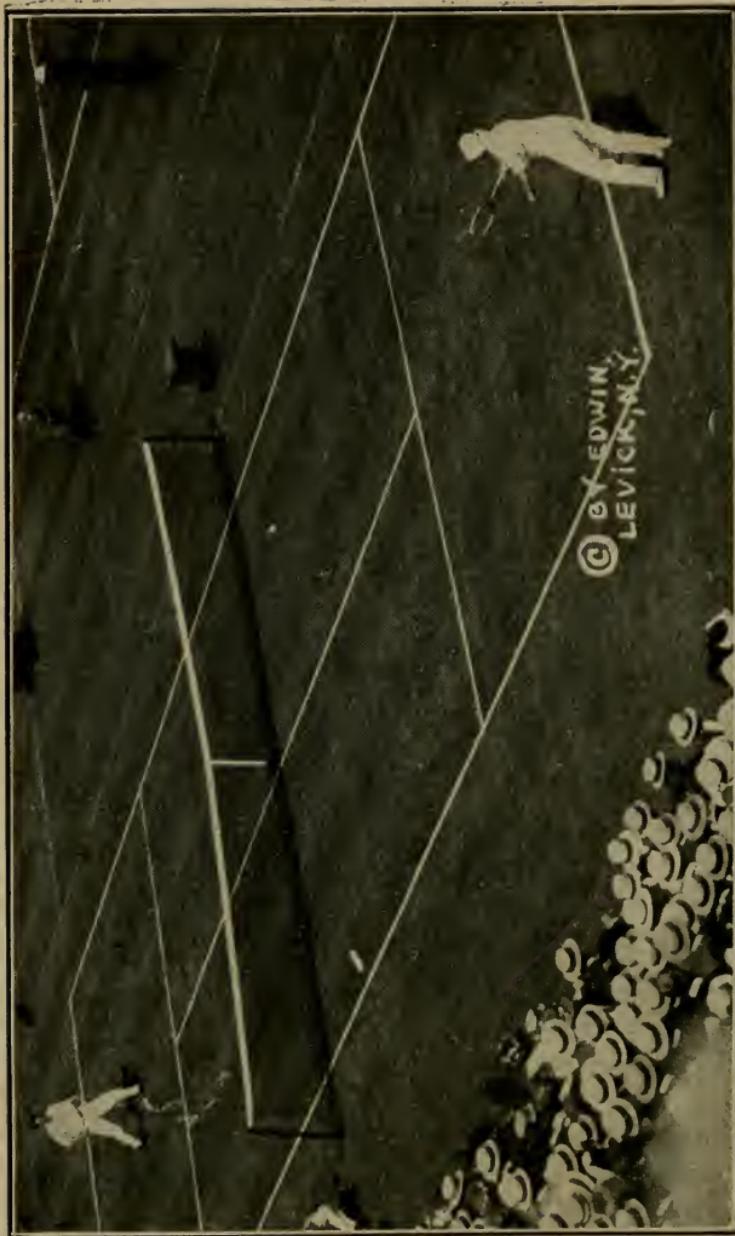


PHOTO BY
EDWIN LEVICK
N.Y.

The former national doubles champions, Hackett and Alexander, have been lobbed over. Alexander has run back to make the play and Hackett is running back to keep in correct position, substantially, beside his partner.



This picture is to show merely the leaning position of Wilding at the completion of his play, indicating that already before the completion of his shot he has started toward the new position, where he wishes to be in readiness to receive Williams' next play.

THE ERROR OF "PRESSING"

This golf term "pressing," I use as meaning the employment of too much force and endeavor and especially for the using of the "very last available ounce" of energy in a given stroke, when that last ounce is entirely unnecessary and changes what would otherwise be a controllable safe play, into a play that becomes both wild and unreliable.

"Pressing" appears most persistently in the following eight cases.

I.

THE ERROR OF "PRESSING" IN THE "OVER-FIERCE" FIRST SERVE.

I mean where the first serve is *invariably* made with *such extreme fierceness* that it goes into court only such a small percentage of times that it cannot be justified as worth while by any manner of mathematical calculation whatsoever. It is probably the most

expensive error on the average among any hundred players we might select at random.

Damage—

(a) It practically wastes the server's most valuable opportunity, his chance of winning an ace or at least of securing a good attack, on the first service where he dare take a chance.

(b) It usually results in his second service being made unnecessarily slow (for it must be considerably *different from* the impossible reckless first serve) and the change in form renders the control of the second serve less exact and necessitates playing it slower than would be the case if the two serves were more nearly alike.

(c) The adversary derives the advantage that he can practically rely on the first ball going out and can also rely on the second ball being a very easy one.

Remedy—

Decide that you will put at least five (or seven) out of every ten first serves into court, and slow up enough, so that you do it (keeping count of them till the error is cured).

II.

THE ERROR OF PRESSING IN THE “OVER-FIERCE”
TOP-SPIN DRIVE, BACKHAND.

I mean where it is played so rashly that it goes in court less than 60 per cent. of the time.

Damage—

The point is deliberately thrown away and the over-fierce player of this shot usually does not succeed in mastering the shot so long as he continues the over-fierce method.

Remedy—

Play them for a time, not merely a little slower, nor merely at medium pace, but play them as slowly as you can for a time until you secure control of the play with 80 per cent. accuracy and then gradually increase speed, but all the time see that you are keeping the accuracy above 80 per cent., or if it falls below that, then again temporarily reduce the speed.

III.

THE ERROR OF PRESSING IN AN “OVER-FIERCE”
TOP-SPIN DRIVE, FOREHAND.

Pressing is not so often a characteristic of the top-spin drive, forehand as it is of the top-

spin drive, backhand. Where it applies, the same damage results and the same remedy is applicable.

IV.

THE ERROR OF PRESSING IN PLAYING A LEVEL SHOT FROM BACK COURT TO AN ADVERSARY AT THE NET (INSTEAD OF LOBBING OVER HIM OR PLAYING AN OPENING BESIDE HIM).

Damage—

The adversary probably kills it with a cross court play and you have deliberately thrown away the point.

Remedy—

When caught in that position, unless reasonably certain of the side opening, make yourself lob. (See elsewhere herein a discussion of lobbing.)

V.

THE ERROR OF PRESSING IN PLAYING A TOP-SPIN DRIVE WHEN TAKEN LOWER THAN THE TOP OF THE NET AND WITHIN TEN OR FIFTEEN FEET OF THE NET.

You have to play up on it in order to raise it over the net and few players in playing up

on a ball so close to the net have sufficient control of the drop of the top-spin drive to be certain of having it strike the ground before it passes the back line. When this shot is attempted within ten or fifteen feet of the net it is impossible for many who play it easily when taken twenty-five or more feet from the net. Many who fail repeatedly, refuse to recognize the difference between the two situations.

Damage—

The point is wasted.

Remedy—

If you believe you can play top-spin drives on low balls within ten or fifteen feet of the net, first try using extra twist and a slower speed (both of which changes will increase the drop). If they still refuse to go into court, you must give them up and use some other style of stroke for that particular position.

VI.

THE ERROR OF PRESSING IN PLAYING OVER-HARD ON A DIFFICULT "GET."

When the difficulty of getting to the ball to

play it at all has been so great as to render the playing of it inaccurate, then it is usually unwise to increase such inaccuracy by attempting speed, twist and placement.

Damage—

The point is thrown away.

Remedy—

Try to play it safely, deferring the effort to win until a later shot.

VII.

THE ERROR OF PRESSING IN TRYING TO PLAY A FIERCE SMASH OR OTHER "KILL" WHEN THE CIRCUMSTANCES DO NOT JUSTIFY A REASONABLE HOPE THAT YOU WILL ACCOMPLISH A KILL AND THERE IS NOT A SUFFICIENT PERCENTAGE OF PROBABILITY OF YOUR PLAY GOING INTO COURT.

Damage—

You throw away the point.

Remedy—

Either slow the play enough so that it is reasonably safe or else substitute a different

style of safe stroke and wait for a better chance before you try to make a winning shot.

VIII.

THE ERROR OF PRESSING ALSO APPEARS IN OTHER SHOTS IN OTHER POSITIONS, WHERE BY EXTRA SPEED, EXTRA TWIST, OR EXTRA CLOSE PLACEMENT, THE PLAY IS MADE UNNECESSARILY RECKLESS.

A mathematical computation will show that you need to put from 60 to 90 per cent. of most kinds of plays into court in order to win, and if you so play that a smaller percentage than that go into court, then you are pressing.

Damage—

The points are thrown away.

Remedy—

Decide what percentage of that kind of shot you must put in court in order to win and then slow up enough so you think you will attain that percentage. Try to test the result by keeping mentally some kind of count. If the result remains unsatisfactory, substitute a safer style of shot.

THE ERROR OF "UNDER-PLAY"

Under-play is the use of less speed and less twist and less closeness of placement than could be used with profit. You do not play hard enough to make winning shots and your easy shots give your adversary an opportunity to make kills.

"Under-Play" Appears Most Persistently in the following ten cases:

I.

THE ERROR OF UNDER-PLAY IN USING LESS SPEED THAN YOU COULD SAFELY USE.

For instance, in neglecting a safe opportunity to smash, or in playing any shot too slowly, without reason.

(Discussion of the exceptional intentionally slow shot is omitted.)

Damage—

(a) You miss the immediate winning of those points which the greater speed would



PHOTO BY
EDWIN LEVICK, N.Y.

McLoughlin stooping with face low to make a low backhand shot. On a lower ball his face would have been still lower.

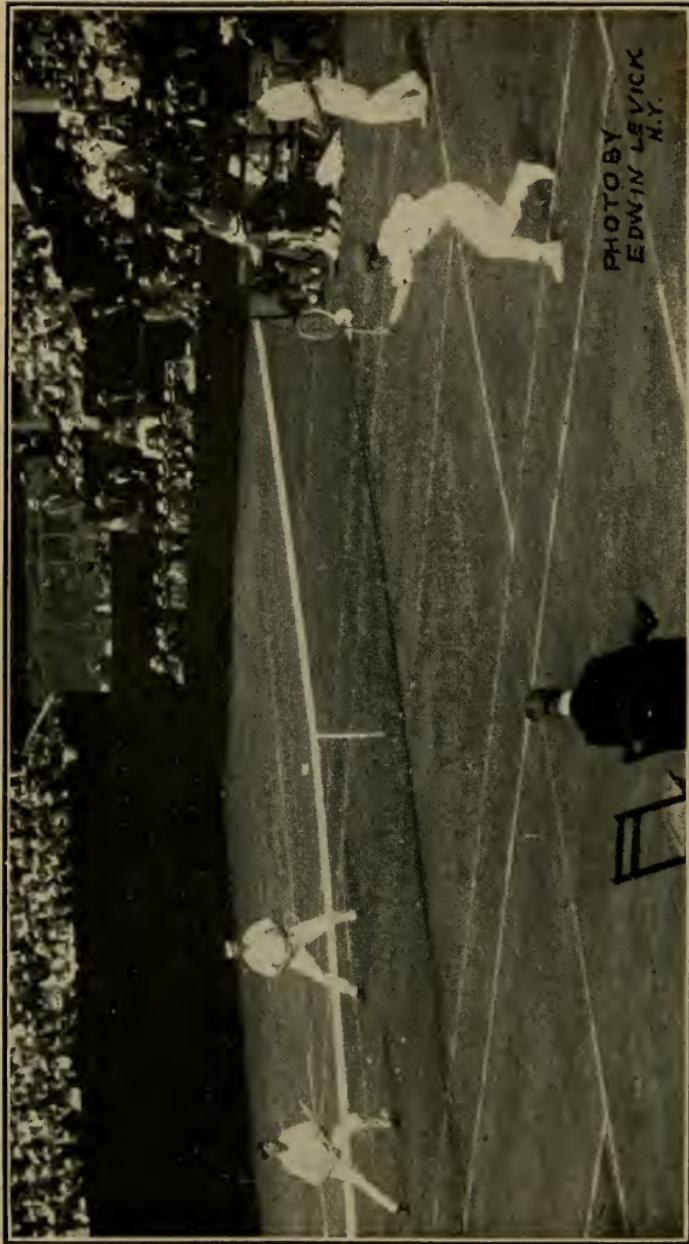


PHOTO BY
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This shows Brookes playing in a rally, where both sides are fighting to advance to positions near the net. Brookes has retreated slightly, but he and his partner will be beside each other again before the ball is returned. McLoughlin and Bundy are correctly beside each other in their right positions for covering court when near the net. The crouching, ready-to-play attitude, with knees bent and racket lightly held in both hands, is shown by McLoughlin, Bundy and Wilding.

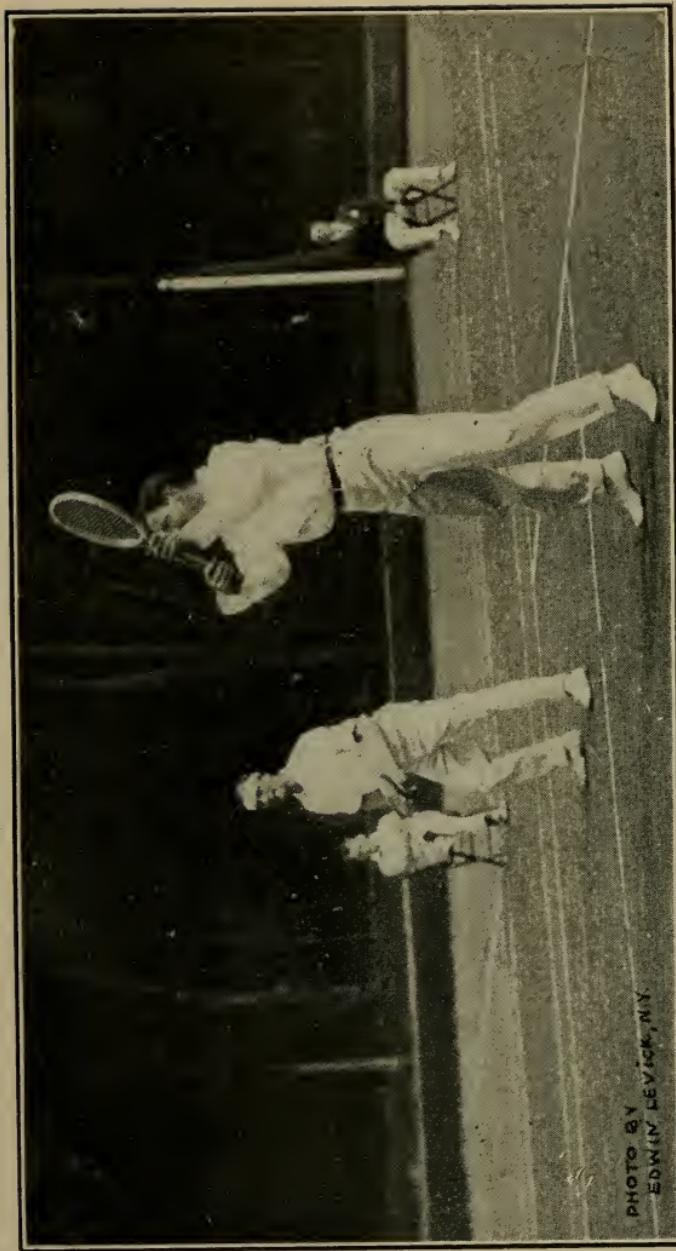


PHOTO BY
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This is a half-court picture, showing former national champions Hackett and Alexander in the advanced position (about six feet into the inner court), which position they always sought to attain and maintain. Most of the American doubles players have used substantially the same positions. McLoughlin and Bundy sometimes advanced a trifle closer to the net, Brookes and Wilding advanced much closer to the net; in fact, practically in reach of the net. Alexander (above) has just completed a play. Hackett is in the ready-to-play, crouching attitude, with the racket in both hands.

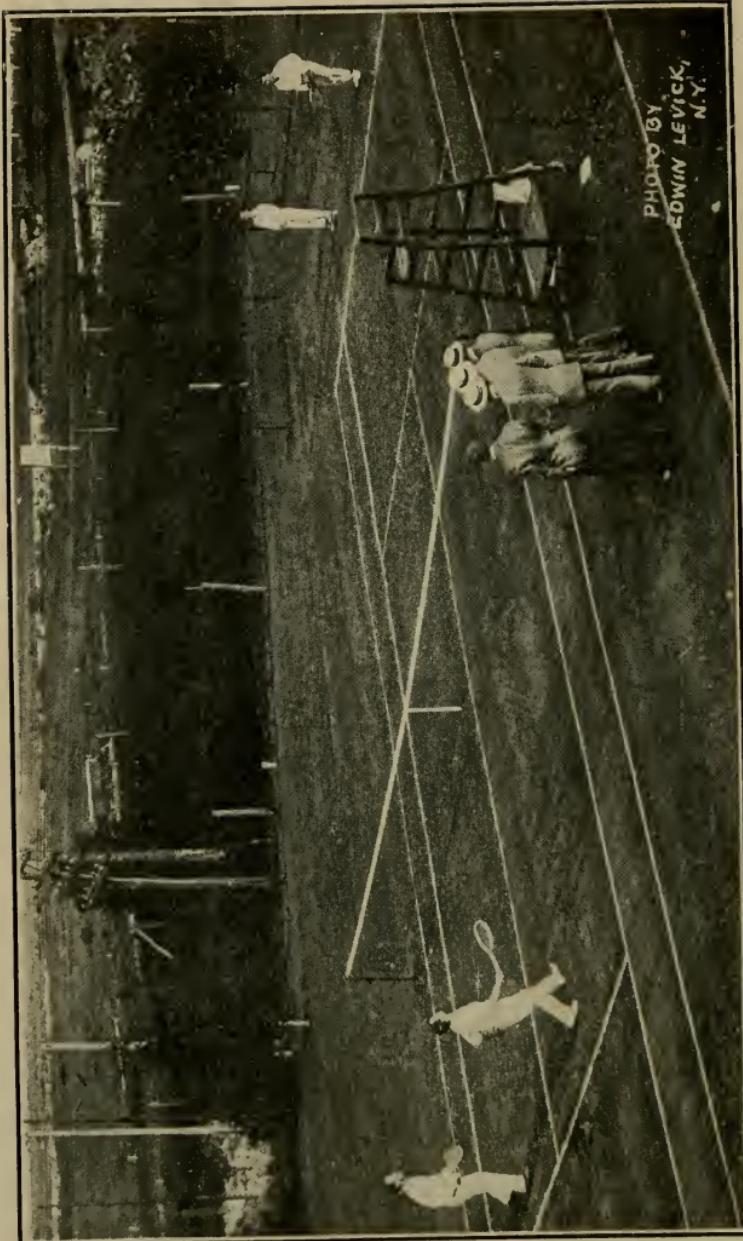


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Brookes and Wilding, having secured the fore-court position, have forced their Australian teammates in a practice game to retreat to the back line. Note the correct positions of partners, substantially beside each other. Two of the players show the correct ready-to-play attitude, crouching forward with the racket in both hands.

have kept entirely out of your adversary's reach, and

(b) Those you would have made him fail to return, and

(c) On those he returns you give him more time and an easier play, so that his play is bound to be more effective.

Remedy—

Make yourself use as much speed as is reasonably safe and keep track of whether you are continuing to use it.

II.

THE ERROR OF UNDER-PLAY IN USING LESS CLOSENESS OF PLACEMENT THAN YOU COULD EMPLOY WITH PROFIT.

For instance, in playing right into your adversary's hands, when you might safely try to pass him at the side.

Damage—

You lose many points (as previously (in I.) noted).

Remedy—

Force yourself to play as close to the desired point as is reasonably safe.

III.

THE ERROR OF UNDER-PLAY IN USING LESS TWIST THAN COULD BE SAFELY USED WITH A PROFIT.

For instance, in playing straight shots when your top-spin drive would be safe and make your play stronger.

Damage—

You lose many points (as previously (in I.) noted).

Remedy—

Force yourself to remember to use twist where it is likely to be serviceable.

IV.

THE ERROR OF UNDER-PLAY IN FAILING TO USE THE COMBINATION OF SPEED, PLACEMENT AND TWIST, WHEN YOU COULD USE THEM SAFELY WITH GREATER EFFECTIVENESS.

For instance, using only one quality on your

serve when the three qualities combined are within your control with safety and would strengthen your service.

Damage—

You lose many points (as previously (in I.) noted).

Remedy—

Force yourself to use the most effective combination of speed, twist and placement.

V.

THE ERROR OF UNDER-PLAY IN THE EXTREMELY
EASY SECOND SERVE.

This is probably the most expensive particular under-play on the average among any hundred players we might select at random.

Damage—

It deliberately throws away the advantage of the attack possessed by the server.

Remedy—

Reduce any differences between the first and second serve until the two serves are nearly similar, which will considerably increase your accuracy in handling the second serve. With

the accompanying increase in accuracy will follow a safe increase in speed of the second serve. A very great increase in speed is often effected without any increase in the percentage of double faults.

VI.

THE ERROR OF UNDER-PLAY IN PLAYING ALL SHOTS AND PARTICULARLY TOP-SPIN DRIVES SO THAT THEY STRIKE ONLY HALF WAY BACK IN COURT INSTEAD OF STRIKING NEAR THE BACK LINE.

Damage—

This enables your adversary to play many feet further forward than he otherwise would and thereby gives him considerable advantage.

Remedy—

Keep in mind the matter of placing them well back in court.

Exceptions—

- (a) The intentional easy play to fore-court when your adversary is very far back.
- (b) The play to your adversary's feet, and
- (c) The cross-court near the side line.

VII.

THE ERROR OF UNDER-PLAY IN REFUSING A SAFE
VOLLEY AND INSTEAD GOING BACK TO
PLAY THE BALL ON A BOUND.*Damage*—

- (a) You are further back and can play less effectively.
- (b) Your adversary is given extra time to get ready for the play.

Remedy—

Make yourself volley. If you do not know how, learn how.

VIII.

THE ERROR OF UNDER-PLAY IN UNNECESSARILY
DELAYING PLAY ON A DROPPING BALL.*Damage*—

- (a) You lose the easier opportunity to play it into court from a higher point.
- (b) You give your adversary the additional time to get ready.

Remedy—

Rush forward and play it while still high and get that habit.

IX.

THE ERROR OF UNDER-PLAY IN LOBBING WHEN
A LEVEL PLAY IS REASONABLY SAFE
AND MORE EFFECTIVE.*Damage*—

- (1) It weakens the attack, and
- (2) Gives the adversary a chance to smash.

Remedy—

Force yourself to keep in mind the idea that before you lob you will look for the alternative of a reasonably safe level shot.

X.

THE ERROR OF UNDER-PLAY IN FAILING TO
ADVANCE BETWEEN PLAYS WHEN YOUR
ADVERSARY IS IN BACK-COURT AND YOU
BELIEVE HE CANNOT DRIVE PAST YOU AT
THE NET.*Damage*—

You lose the opportunity to attack.

Remedy—

Keep the idea of advancing in mind, using it when you can until it becomes a habit.

THREE ERRORS OF POSITION

I.

THE ERROR OF NOT KEEPING READY TO PLAY.

- (a) In failing to move to the most desirable place, and
- (b) In failing to keep the entire body in position ready for play.

When finishing one play you should already be starting toward that place which will best enable you to defend your court against the next play of your adversary. Even if you reach that desired spot and there is time to spare, you should not assume any unready position, but

REMAIN

- (a) With knees bent.
- (b) With body crouched forward, and
- (c) With the head of the racket lightly held in the left hand (probably in position for a

backhand play, for most persons can make the change to the forehand position more quickly than the change to the backhand).

There is hardly ever an instant when you should not be moving.

If your adversary is to play from his back-line, you should be advancing to the net; if he is to play from inner court, you should be retreating to your back line. If you have been forced to the side, you should be rushing back to center.

Damage—

If you fail to keep moving you lose the edge on the attack (you make poorer plays or no plays, and you lose the game if other things are at all equal).

Remedy—

If you will remember to keep moving, then most of the rest of it will take care of itself. But particularly remember to come *forward* when your adversary is *back*.

II.

THE ERROR OF FAILING TO HAVE YOUR FEET ON
TWO POINTS OF A LINE PARALLEL WITH
THE DIRECTION OF PLAY AT THE TIME OF
STARTING A STROKE EITHER FOREHAND OR
BACKHAND.

That is, your side is toward the direction of play.

Otherwise your plays are weak and clumsy.
The only exceptions are a few unusual serves.

III.

THE ERROR OF FAILING TO STOOP WITH THE
FACE LOW WHEN MAKING A STRAIGHT
PLAY ON A LOW BALL.

(Of course you would not stoop low in making a top-spin drive.)

Damage—

If you do not get low in playing a straight shot on a low ball, you are less certain of getting it and much less accurate in your play.

Remedy—

Remember to stoop for low balls until it becomes a habit. It is particularly necessary when playing straight shots in receiving low crooked-bounding serves on your backhand.

FOUR ERRORS RELATING TO MENTAL CALCULATION AND ALERTNESS.

I.

THE ERROR OF KEEPING THE TOP-LINE OF THE NET IN YOUR EYE, INSTEAD OF KEEPING THE BACK LINE OF THE COURT IN YOUR EYE.

Over 90 per cent. of players play more into the net than they play over the back line, while the reverse should be the rule.

Damage—

1. The plays are short, lacking in speed and permit the adversary to play further forward than he otherwise would.
2. The adversary is saved the trouble of deciding whether to play it or take a chance that it may go out.

How very expensive this error is to certain players may be found by comparing the numbers of their nets to the number they drive over the back line and that will give only a part of the actual damage.

Remedy—

Deliberately make yourself perform the mental operation of remembering the back line and then you will forget the net.

II.

THE ERROR OF FAILING TO NOTICE THE PARTICULAR TWIST OR THE ABSENCE OF TWIST IN YOUR OPPONENT'S PLAY (ESPECIALLY WHEN YOU ARE TO PLAY IT ON THE BOUND AS WHEN YOUR OPPONENT SERVES.)

Damage—

You are not so well prepared for the irregular bound as you might have been if you had noticed, so you miss or make a poorer play.

Remedy—

Remember to notice this until noticing it becomes a habit.

III.

THE ERROR OF DECIDING THAT YOU WILL PLAY A PARTICULAR SHOT BEFORE YOU KNOW WHAT KIND OF A BALL IS TO BE RECEIVED BY YOU.

(This idiosyncrasy only applies to certain

persons. Sometimes they seem to say to themselves, "Now I will play such a shot" (or perhaps a number of such shots), and then they proceed to play them whether suitable or not. It is absurd, but not so rare as might be expected.)

Damage—

Obvious.

Remedy—

Don't.

IV.

THE ERROR OF TRYING TO IMPROVE YOUR PLAY WHEN SERIOUSLY WORKING TO WIN (AND THE CORRESPONDING ERROR OF TRYING TO WIN WHEN WORKING TO IMPROVE YOUR PLAY).

Damage—

If you try to do both at the same time, you do little of either.

Remedy—

Concede to yourself that for that set you will do the one (letting the other slide), and then if you stick it out that way you will accomplish something.

TWO ERRORS RELATING TO PARTICULAR PLAYS

I.

THE ERROR OF THE *HIGH BOUNDING* EASY PLAY (MOST OFTEN THE SERVE) ESPECIALLY WHEN NEAR THE NET (AND PARTICULARLY WHEN NEAR THE END OF THE NET).

(I am *not* referring to those very fast, fierce twists which only can be received forty feet from the net, but to the *easy* play which is met in inner court.)

Damage—

This easy *HIGH BOUNDING* play is punished much more severely than it would be if it bounded *LOW* and it can be driven cross-court or down the side line. This is the most expensive error of the average beginner and of many an older player.

Remedy—

Play (or serve)

(a) Close to the net,

- (b) A level ball,
- (c) Perhaps with side-cut underneath, which three things all tend to make it bound low,
- (d) Place it near the center of the court, and
- (e) As far back from the net as possible,
- (f) Or you may take the opposite remedy of speed and drop, giving fierceness to the high bound, and it then is no longer easy to receive.

II.

THE ERROR OF REFUSING TO LOB WHEN NECESSARY.

When you are in back-court and the net seems covered by your adversary so that he is likely to kill your level play with a cross-court, then you have no option except to lob.

When you are driven so far out to the side of the court that you will lack time to return before the next play (and you are not making a kill), then your sole way of gaining the required time is in making a very high lob.

Damage—

Many reckless shots are thrown away when safe lobs are possible.

Remedy—

Particularly when you are in back-court and the net seems covered by the adversary, remember to lob.

FOUR ERRORS IN DOUBLES

I.

THE ERROR, IN DOUBLES, OF FAILING TO KEEP BESIDE YOUR PARTNER.

The old game with one front and one back left many more uncovered openings and therefore was much weaker.

Remedy—

Keep beside your partner at all times, whether advancing or retreating (except that one stands at the net when his partner serves until the ball is in play).

II.

THE ERROR, IN DOUBLES, OF NOT GOING TO THE NET FOR THE FIRST PLAY, WHEN YOUR PARTNER SERVES.

The net position greatly limits the receiver's play and you frequently "kill" his return of the serve.

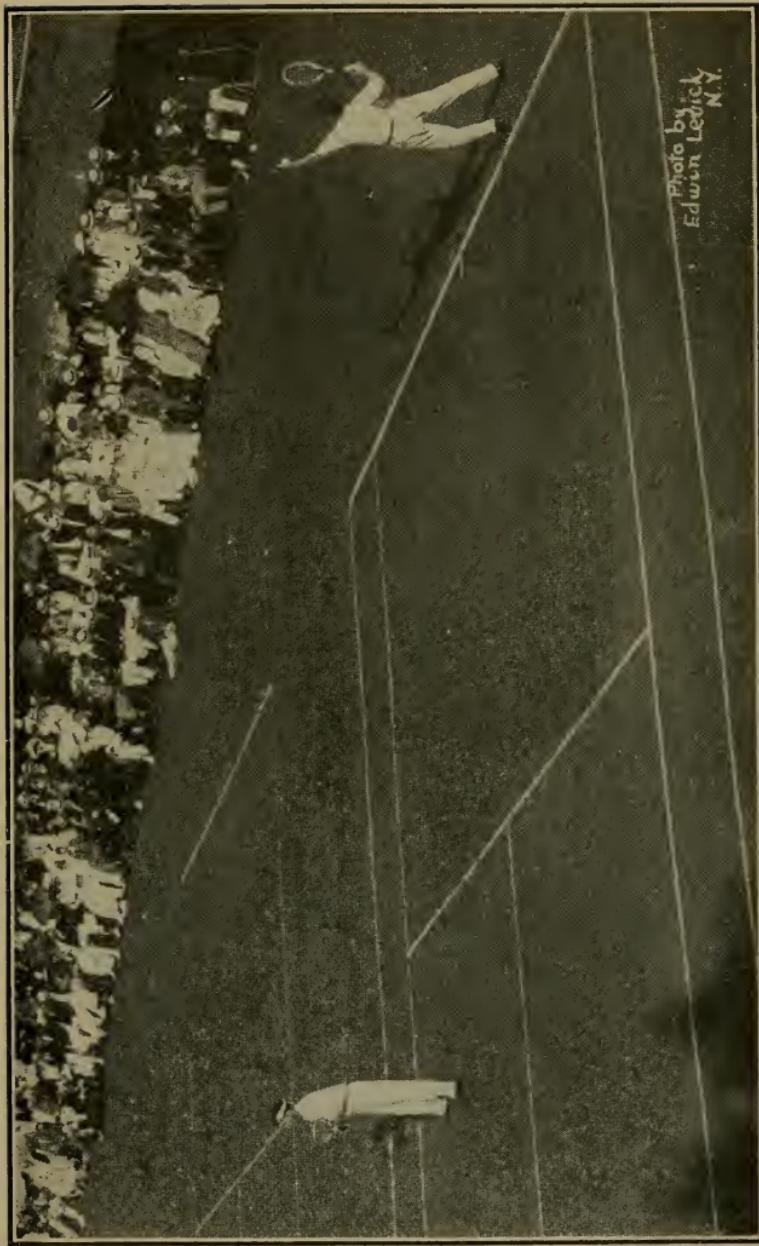


Photo by
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Half-court picture showing correct position of Bundy when his partner, McLoughlin, is serving. The fiercer the serve, the closer the partner stands to the net.

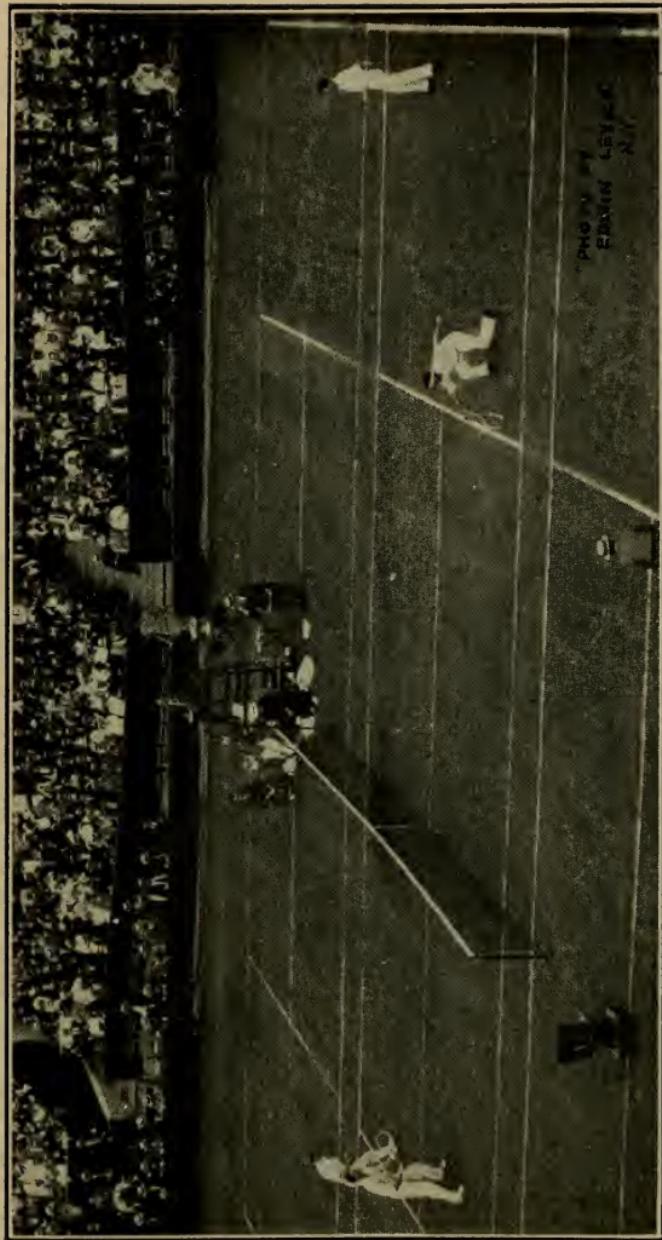


PHOTO BY
EDWARD LEVY
N.Y.

Bundy making a low backhand play, showing that he has stooped and lowered his face for the play. Brookes and Wilding show the ready-to-play position, crouching forward, with knees bent and the head of the racket resting lightly in the other hand. They also represent the doubles position of the partners, substantially, beside each other. The apparently slight advance of Bundy ahead of McLoughlin is due to the fact that Bundy has advanced for the play and must immediately retreat to the back line beside McLoughlin, because the next play of Brookes or Wilding will be made from fore-court and it would be unsafe for Bundy to remain forward to receive it.

III.

THE ERROR, IN DOUBLES, OF STANDING NEAR
THE NET WHILE YOUR PARTNER IS RECEIV-
ING THE SERVE.*Damage*—

If your partner happens to play into the hands of the adversary at the net, the adversary has a wide oblique opening to play between you and your partner.

Remedy—

Stay beside your partner.

IV.

THE ERROR, IN DOUBLES, OF FAILING TO GIVE
ADVICE TO YOUR PARTNER.

You usually have a partial side view of the ball your partner is to volley and therefore can tell better than he whether it is going beyond the back-line. If you believe it out, say quickly, "out." If you are in doubt and he could play it on the bound, say "bound it."

If your partner has had to turn his back to the net in running back for a play so that

he may have missed seeing the adversaries run to the net, then warn him to "lob."

If the ball comes between you and your partner, either take it yourself or else say "play it." This decision is usually made by the partner nearer the net if there is a difference. If the partners are where they belong, equally distant from the net and the ball is equally distant from them and on the center line, then the advice should be given by the better player of the pair.

The worst failure to give advice is when it occurs in connection with a feint toward play followed by leaving it for the partner to play, which is almost certain to spoil his play.

TWO ERRORS IN REGARD TO THE GENERAL CAMPAIGN

I.

THE ERROR OF FAILING TO KEEP TRACK OF THE DIFFERENT EFFECTS PRODUCED ON YOUR PRESENT ADVERSARY BY THE DIFFERENT STYLES OF STROKES AND PLAYS AT YOUR COMMAND.

This error is, of course, combined with the failure to detect, select and press the particular styles of play which prove effective.

Damage—

The error of failing to do this should be sufficient to cause you to lose the game, if you and your adversary are at all evenly matched.

Remedy—

- (a) Try playing his back-hand,
- (b) Try rushing him back and forth by playing first one corner and then the other,
- (c) Try drawing him to the net by a short play and then lobbing over him,
- (d) Try top-spin drives,

- (e) Try straight balls,
- (f) Try undercuts and chops (in particular these trouble some players who rely on top-spin drives),
- (g) Try change of speed; that is, one or two fast and then one or two slow.
- (h) Try staying back,
- (i) Try coming to net.

If you are uncertain whether a particular method (or particular stroke) is profitable or unprofitable, give a preference to it for a time and compare the result with the results following the other methods (or following the other strokes).

If the results are close and you are in doubt whether a particular stroke is profitable or unprofitable you may under some circumstances try the method (which has been satisfactorily used by the writer at times when the doubtful stroke was being used frequently and when the general mental problems of plays were not especially absorbing). This method of keeping a mental tally is as follows:

Ignore all other kinds of plays and ignore

all the plays of the doubtful shot which merely go into court without definitely deciding the winning or losing of the point, counting only those which win or lose the point. Do not try to remember two numbers, but just one.

To illustrate: If in doubt whether your topspin drive is profitable, keep count (not whether it is going into court or not), but of just those instances when you see it *lose the point* and when you see it *win the point*. Keep the score mentally as follows: If lost, "one bad"; if followed by a win, mentally note "even"; if followed by three more wins, note "three good"; then, if followed by one lost, subtract and note "two good." You are thus able to keep track, by having only *one* number in mind at a time. If the figures stay on the "good" side, then that shot is worth while; if they stay on the "bad" side, then abandon that shot against that opponent (or at least do so, unless you are being beaten anyway and all your other shots when tested, prove worse).

Caution—

But keep in mind the accompanying effect of

any especial element of exhaustion involved in any particular play or style of play, on the part of either yourself or your adversary.

II.

THE ERROR OF FAILING TO WORK OUT THAT PARTICULAR DEGREE OF RASHNESS OR MODERATION IN YOUR GENERAL PLAY WHICH CANNOT SUCCESSFULLY BE MET BY YOUR PRESENT ADVERSARY.

This is the element which finally determines most close matches. Regarding it, see the following theory:

A THEORY (NEVER BEFORE STATED) UPON WHICH TO CONDUCT A MATCH.

You must select that particular degree of rashness or moderation in your general playing which will overcome the particular adversary before you.

This is labeled, "A Theory Never Before Stated," which is believed correct, but you will notice the refraining from calling it a "NEW" theory, which refraining is because the prin-

ciple probably has been unconsciously followed by most players. But though followed, it seems never to have been stated. The nearest approach to stating it has been the very different advice to "try out the adversary to find which particular style of strokes are successful against him."

It is true that the selection of the "style of strokes," in the case of certain strokes, affects the "rashness" or "moderation" of the play, but not in the other cases; nor is the "selection of style of strokes" in any general way the same thing as the "selection of the particular degree of rashness or moderation of the plays." Most of the strokes may be played either rashly or moderately.

Under this theory the "rashness" depends upon the degree in which the plays possess

- (1) Speed,
- (2) Twist, and
- (3) Close-placement.

The rashness may include all three or any one or a combination of any two of these ele-

ments. It is most often concerned with speed, but if the player has a predilection for twist or placement, then his particular rashness is apt to consist mainly in that characteristic. This threefold "rashness" is as great a fault as "moderation," and as great a virtue. That is, the extreme of either is a fault. If one plays so rashly as to put less than half in court, of course he loses; but so also does the man lose who tries to make every play as safe as possible.

If a man is playing very moderately he may possibly play 95 per cent. into court. If playing recklessly, he could drive them all out of court, but unless he plays at least 50 per cent. into court he cannot possibly win.

The application of this newly stated theory is that

IN ORDER TO WIN, A PLAYER MUST SELECT THAT DEGREE OF MODERATION OR RASHNESS WHICH ENABLES HIM TO PLACE IN COURT A PERCENTAGE OF PLAYS LARGE ENOUGH TO WIN IN SPITE OF THE PERCENTAGE WHICH COME BACK.

To illustrate:

If you are playing carefully from the back line and getting 90 per cent. in court, you will lose if your adversary is playing more than 90 per cent. into court and so you must change to something else.

If you increase your rashness in speed and twist and close placement until only 80 per cent. of your plays are going into court, the question of continuing that degree of rashness depends on whether more or less than 80 per cent. of your adversary's plays are going into court.

If you try 70 per cent., then are 70 per cent. of your adversary's plays going into court? If 60 per cent., are 60 per cent. of his in court? You, of course, cannot use a very small margin over 50 per cent. unless in playing "kills" or smashes which are so fierce that they cannot possibly come back.

It might be that you could win at either of two different percentages, and, of course, you would take the more successful of the two.

Brookes, Wilding and Dixon in international

play exhibited a degree of care approximating 90 per cent. of plays in court and W. A. Larned was probably only a little less accurate. McLoughlin's accuracy is probably between 70 per cent. and 80 per cent., and Williams' accuracy (?) is probably between 60 per cent. and 70 per cent. But Williams makes up in fierce rashness what he lacks in accuracy, so that on his moderately accurate days he becomes formidable. He drives every shot with practically all possible speed, some top-spin and all possible fineness of placement. It is not known whether he could play a slow, safe game or not, for no one ever saw him try. In a general way the slow, safe player is as apt to win against the extremely reckless players as he is against his own style of play, for he wins not on his own good plays, but on his adversary's errors. Some men like W. A. Larned (in his prime) are masters both of the reckless and also of the careful style. Williams apparently knows only the fierce style. McLoughlin originally played only the fierce attack, but later sought to master careful accuracy. When

the Pacific Coast players encounter Eastern adversaries, they employ usually fierce rashness against moderate accuracy. But conspicuous exceptions among the Easterners are Williams and Behr.

Some players have a particular degree of rashness in their play, no matter whether their adversary is playing rashly or moderately. Others accommodate either in whole or in part their degree of rashness or moderation to make it correspond (or nearly correspond) to their opponent of the moment. Many, possibly most players, have an established habit in this respect which they do not vary. *But the only sensible way is to try out one or two different degrees of rashness and one or two different degrees of moderation (giving three or four, or possibly five, different degrees of fierceness of style) to find which is the most successful one against your adversary of the moment, and then persist in that style so long as it remains successful.*

This is the reasoning underneath the situation when it is desirable to try out some change

in style to avert defeat, and you hear a player in doubles say to his partner "try playing them harder," or else hear him say, "try them slowly and carefully."

It is not the style of play as to rashness or moderation on the part of your adversary which determines the style of play on your part which will defeat him. It may be that he is a reckless player. From that fact you do not know whether your best chance of beating him is in playing recklessly or in a medium manner or most moderately, and the only way you can find out is by trying all three ways. If your adversary is a careful, moderate player, you have the same doubt until you test out whether reckless or medium or moderate style is required to defeat him. The same thing is true if your adversary possesses any particular degree of rashness or moderation, or if he is classed exactly between the extremes. In any event you can only tell the degree of your own recklessness or moderation to employ against any particular adversary by trying out the effect of all the degrees of rashness

and moderation you possess and selecting the one that works the best on him. This is probably often the real method of those players who have the habit of losing the first few games or of losing the first set and then "after having felt their man out," turn around and win the match.

It is true that it often may be the other theory of selection of strokes, or the success of superior stamina, but probably a majority of close matches are decided by the accidental or intentional following of, or refusal to follow, this theory of testing out and thereafter following the most serviceable degree of your rashness or moderation against that particular opponent.

The trying out, testing or proving of different degrees of rashness is not at variance with the advice above given regarding pressing and under-play. Strictly speaking, that degree of rashness which in that particular match has proved the most effective, is the standard by which pressing and under-play in that match are to be determined. Any play more rash

than the proved effective degree, is pressing, and any play more moderate than the proved effective degree, is under-play. The particular proved standard will change in each new match. The fact of pressing above, or under-play below, this changing, proved standard, will exist the same, whether you take the trouble to ascertain it or not, and the mere fact of your refusal to ascertain the facts and to understand the reasons will not exempt you from such damages as follow from pressing and from under-play.

THE FINAL ERROR

THE ERROR OF FAILING TO EXAMINE YOUR OWN PLAY AT STATED INTERVALS TO DISCOVER AND CORRECT THESE COMMON FAULTS.

Possibly some may be "born great" tennis players, but most of them "achieve" the quality through as much mental as physical effort (and I have never known of the greatness being "thrust upon" any).

The average player is much below the ability which he might readily achieve,

Not so much because he cannot understand his faults,

Nor even because he does not know of the existence of such faults (in others) (for he usually knows of such faults),

As it is, because he fails to examine his own play in a search for faults with a view to correcting them.

The inferiority of players who stand below the average (if not due to the physical inability

to execute any shot properly) is usually due not merely to one error, nor to a few errors, but rather is due to the combination of a considerable number of the foregoing thirty-four errors. It is due to the "tout ensemble" (which has been "Yankeeized" into the "demned total") of many known simple mistakes.

If you are not in the habit of periodically examining your play for errors, then "get busy" and check up against your play the thirty-four items enumerated.

What is New in Tennis

To the uninitiated this heading might be considered an anomaly owing to the fact that with the improvements of last season the Spalding line of tennis rackets and accessories for the court provided everything that the enthusiast could ask for and the broad choice and grade of prices placed the outfit within the reach of every purse. But, again this year, gathering our knowledge of the various desires of our lawn tennis customers from all parts of the United States, through our branch stores, we have filled in their wants, and, not only that, but have increased the efficiency, workmanship and durability of our standard line.

Confidence in oneself is the first essential of success, and in this era of "preparedness," the confidence of the player in his implement is an element that forms no unimportant part in his individual victory or vanquishment.

Although introduced last year after the full line of rackets for the season had been placed upon the market, the instantaneous recognition of its merits made the "Autograph"—the first of its kind—a real sensation. Players who had heretofore thought the limit had been reached in expert implements were loud in their praises of the new "Autograph." In every way it seemed to fulfill all requirements that could be possibly expected.

This year, however, we have gone further into the refinements of manufacture, and the "Original Autograph" racket will vary slightly from its predecessor, these variations being made to supply the demands from players whose methods of play necessitate such changes. Although, as before noted, the three types of the "Original Autograph" are only a slight digression from each other, the general style is identical, excepting that the frames of two of the models will be beveled, while the third will be entirely unbeveled.

Model AA will be the full heavy frame (unbeveled) for hard hitters. The player who desires a racket which will stand up and permit him to vent all his surplus energy in hitting the ball and not be afraid of a "débâcle," as the French say, in justice to himself should own one.

The beveled frames, No. AB (with slight bevel) and No. AC (special shaped bevel), are equally as good as the No. AA, but "springier," if such an expression may be permitted. To the player who "follows through" his stroke with the "golfer's swing," the added jump given to the ball is plainly noticeable.

Three sizes of handles are made in the "Original Autograph" racket—5, 5½ and 5¾ inches. The stringing is of the highest grade of lamb's gut, and the work is done by the most expert stringers in the Spalding factory. The reinforcement of rawhide, both inside the "bow" and outside the "shoulders," running down into the all-cedar handle, just about doubles in strength the weakest point in the frame

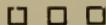
of a racket. The handsome finish and polish, aside from the mechanical part of the racket itself, will easily explain our enthusiasm for the "Original Autograph," which in beauty, workmanship and strength cannot be surpassed. The price on any of these models is the same, \$10.00 each.

It is worth while to state here, while on the subject of rackets, that a racket requires just as much attention as any other article of which use is expected and accuracy required. While athletic implements in general are subjected to "cruel and unusual punishment," and manufacturers try to anticipate and allow for such usage, nevertheless an implement, the most important part of which is composed of delicate strands extremely susceptible to atmospheric conditions, should have at least reasonable treatment. A racket that is thrown on the grass, left out all night, played with during wet weather or at the seashore, without proper gut treatment, does not come within the guarantee, as any fair-minded person will realize. At the conclusion of play a racket should be rubbed dry and when not in use should be covered with a waterproof cover and placed in a press. The gut stringing should be occasionally gone over with Spalding Tennis Gut Preservative, and especially at the seashore this compound should be used on a racket.

While a recital of the fine points of the "Original Autograph" racket has probably led us farther in space than contemplated, still the old reliable "Gold Medal" line, which was the *ne plus ultra* of racket making for so long a period, cannot be forgotten. Among the models embraced in this \$8.00 series, even the most exacting and critical player should be able to find a type that is satisfactory. And in the general improvement of manufacturing, these rackets have not been overlooked. Though the actual shapes have not been changed, they have been improved with rawhide strengthening and supports. Model B has been bound at the shoulders with light gut; Models GMH, GML and GMS are reinforced with rawhide. Model F ("All Comers") and the old reliable OGM ("Hackett and Alexander") have been left unchanged, with the exception of the binding of the shoulders with light gut, in the case of the latter.

An innovation this season is the addition of two \$6.00 models, the "Domino" and the "Eclat," which will be second only to the "Gold Medal" models.

Excellent rackets, ones that were championship class only a few years ago, are Models GX, DH and EH, which sell at \$5.00, while the "Tournament," at \$4.00; the "Slocum," at \$3.50; the "Nassau" and the "Lakeside," at \$3.00 each; "Oval," \$2.50; "Greenwood," \$2.00; "Geneva," \$1.50, and "Favorite," \$1.25, are all representative of Spalding quality at their respective prices.



Again the Spalding Championship Hard Court ball has been unanimously adopted by the United States National Lawr. Tennis Assoc-

Practically, "unless one without the other" is the case of tennis net and post, at least as far as tournament play is considered. The Spalding "Championship" Posts, No. A, as used in the National Cham-pionships last year, are examples of thorough construction. As benefits their title, Uprights are of heavy 2-inch expanded steel tubing, are inserted two feet into the ground and are equipped with a wheel at top. The rate for tightening net has a particularly strong leverage. Triple-claw cutches, made of heavy wrought iron, hold posts firmly, with no shifting or shaking, and the tighter the net is drawn the more rigid the posts become. The price is \$20.00 a pair. The same style is also in use on the best concrete courts, especially in Calif.

Spalding workship. All the way to \$1.25, are examples in their line of the standard of club and private courts. It costs \$12.00. Nets, grading down in price also hand made, tinned, 30-thread, and is highly recommended for use in the National Championships last season, namely, No. 9-0, is used in the Spalding "Championship" net, as tenuous play. It costs \$12.00. The standard "Championship" net, as ticularly heavy, so as to stand up under the wear and tear of particularly heavy, and has a galvanized wire cable. This net is made of 48-thread, and is hand made, tinned, added to the Spalding line for 1916. It is hand made, tinned, important. For tennis clubs a new net, known as No. 10-0, has been added to the "props" or accessories the net necessarily is the most of all the

Of all the "props" or accessories the net necessarily is the most of running which characterizes successful management.

Of running which characterizes successful management, go far toward removing confusion and making that smoothness the minor accessories, which, while not apparently of great consequence, go far toward holding a tournament. The net, the court and the duties of the club holding a tournament, that are rightfully just as much concerned with the further details that are rightfully assisted by perfection of racket and ball, tournament committees are assisted by devotees his efforts to attaining perfection of style, while the player devotees his efforts to attaining perfection of style,



While the fundamental methods of manufacture and the selection of materials are the fundamental of a perfect ball, nevertheless its resiliency and serviceableness are greatly enhanced when the shortest possible time elapses between manufacture and use. The thorough organization, working in unison, of the Spalding factory and selling outlets, prevents a combination that makes for continual freshness in tennis balls, thus assuring the purchaser that he is not receiving balls that have been lying in stock for several months.

While the fundamental methods of play is essential, the constant quality of the ball has made it a special favorite in tournaments, to constant experimentation, it is no wonder that the constant of materials that go to make the Spalding tennis ball is tested, in lot of a full laboratory in the Spalding plant, in which each with a full equipped laboratory in the Spalding plant, in which each the one adopted. The majority of State championships also adopted it, the inauguration of this tournament, in 1910, the Spalding ball has been creation for the Clay Court Championships of 1916. Ever since the

In response to numerous inquiries for prices on items out of Spalding's cataloge will give an idea at a glance of what can be private and club courts, the following combinations selected from the Spalding catalogue will give an idea at a glance of what can be obtained:

The other essentials and accessories for a well conducted tournament—umbrella, scoring tree, markers, tapes, etc., are all listed in the Spalding Spring and Summer catalogue, which will be sent free from any Spalding store (see list on inside front cover).

Backsstops are a necessity at almost any court, but, strange to say, the place where they are most needed, in public parks catering to tennis players, will be often found sadly deficient in this most needed accessory. Players are often obliged to chase balls, which should be unnecessary, with consequent distraction to players on adjoining courts, and frequently loss of the ball through unscrupulous spectators.

Tennis is now played in every available building, especially armories, in the large cities, where the doors must be kept in perfect condition. The No. 11D posts are especially for indoor use and consist of posts set into heavy bases which are sufficiently weighty to hold them secure without fastening to door. They cost \$10.00 a pair.

For this style of court the triple-claw device is omitted and the price is \$15.00. For this style of court the triple-claw device is omitted and the price is \$15.00. As in nets, the price of posts gradually decreases until a pair can be bought for \$1.50.

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UNITED STATES
NATIONAL LAWN TENNIS ASSOCIATION

EDWIN F. TORREY, SECRETARY
P. O. BOX 146
CLINTON, NEW YORK.

OFFICE OF THE SECRETARY

Feb. 15, 1916.

A. G. Spalding & Bros.,
New York,
N. Y.

Gentlemen:-

At the Annual Meeting of the United States
National Lawn Tennis Association, held February 11th, 1916,
at the Waldorf-Astoria, New York City, the Spalding Champion-
ship Ball was approved and adopted for use in the Clay
Court Championship for the season of 1916.

Kindly accept this as official advice of such
approval, and believe me

Very cordially yours,

Secretary.

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Absolutely best in every particular of manufacture and made by people who have been in our employ, many of them, for twenty years and over, we place the Spalding Championship Tennis Balls before the most critical clientele in the athletic world with perfect confidence that they will give absolute satisfaction. Made completely at the Spalding Tennis Factory, Chicopee, Mass.

No. 00H. For hard and grass courts. Dozen, \$4.00
Three balls only, \$1.00 One or two balls. Each, .35

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In the manufacture of the Spalding Championship Ball only those which are absolutely perfect in every particular are allowed to pass, and the "culls" or "throw-outs" are stamped simply "Tournament" and do *not* bear the Spalding Trade-Mark. These balls will answer for practice or for children's use, but should *not* be used for match play.

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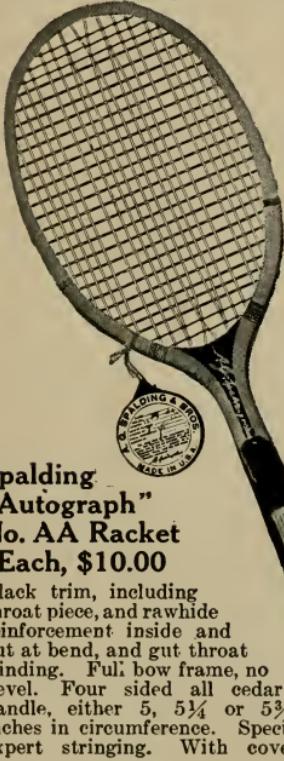


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A. G. Spalding & Bros

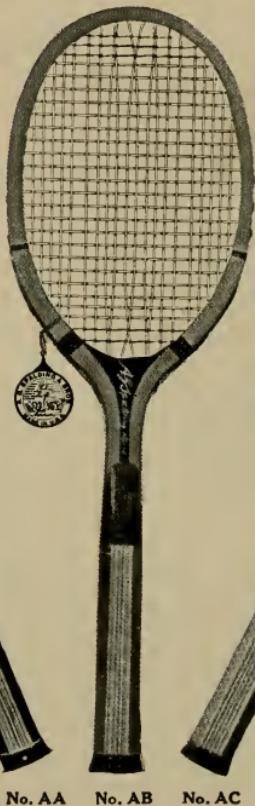
This Autograph Signature on an
Athletic Article Means Highest
Quality

Each Autograph Model possesses
some distinct advantage over any
racket ever made



**Spalding
"Autograph"
No. AA Racket
Each, \$10.00**

Black trim, including throat piece, and rawhide reinforcement inside and out at bend, and gut throat winding. Full bow frame, no bevel. Four sided all cedar handle, either 5, $5\frac{1}{4}$ or $5\frac{3}{8}$ inches in circumference. Special expert stringing. With cover.



**Spalding
"Autograph"
No. AB Racket
Each, \$10.00**

Brown trim, including throat piece, rawhide reinforcement inside and out at bend, and gut throat winding. Frame with slight bevel. Four sided all cedar handle, either 5, $5\frac{1}{4}$ or $5\frac{3}{8}$ inches in circumference. Special expert stringing. With cover.

No. AA No. AB No. AC

Spalding "Autograph". No. AC Racket. Each, \$10.00

Brown trim, including throat piece, rawhide reinforcement inside and out at bend, and gut throat winding. Frame has special shaped bevel. Four sided all cedar handle, either 5, $5\frac{1}{4}$ or $5\frac{3}{8}$ inches in circumference. Special expert stringing. With cover.

GUARANTEE We Guarantee Lawn Tennis Rackets for a period of 30 days from date of purchase by the user. The defective in workmanship or material within 30 days from date of purchase, please return, transportation charges prepaid, to any Spalding Store, and the defect will be rectified. Imperfectly strung Rackets will be restrung, and in the event of a broken frame due to workmanship or defective material, the Racket will be replaced.

NOTICE—This Guarantee does not apply to Rackets weighing less than 13 ounces, nor unless Racket is kept in a press.

KEEP RACKET IN DRY PLACE, OTHERWISE THIS GUARANTEE IS VOID.

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**A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES**

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Prices in effect January 5, 1916. Subject to change without notice. For Canadian prices see special Canadian Catalogue.



SPALDING "PERFECT OVAL" RACKETS
DEPRESSED THROAT PIECE



Many players, and particularly those who take part in important tournaments, find that an EXTRA racket, of style and weight to suit, is an excellent investment.

No. OGM

**Spalding
Hackett and Alexander
Model No. OGM**

Reg. U. S. Pat. Off.

No. OGM. Walnut depressed throat piece, rawhide reinforcement inside, gut wrapped shoulders. A wonderful playing racket which is making hundreds of new friends each season. Four-sided handles, 5, $5\frac{1}{4}$ and $5\frac{3}{8}$ inches in circumference. Stringing of clearest, best quality gut. Without cover. Each, \$8.00



No. GMH

**Spalding
Gold Medal
Model H**

Reg. U. S. Pat. Off.

No. GMH. White holly depressed throat piece, rawhide reinforcement inside and outside, and gut wound shoulders. Four-sided handles, 5, $5\frac{1}{4}$ and $5\frac{3}{8}$ inches in circumference. Stringing is double in central portion in popular expert style. Stringing of best quality gut. Without cover. Each, \$8.00



No. GML

**Spalding
"Olympic" Model**

Reg. U. S. Pat. Off.

No. GML. No frills, but with every up-to-date feature that has stood the test of time and experience. Double strung in central portion; shoulders gut wrapped; depressed walnut throat, with rawhide reinforcement inside and outside. Four-sided handles, 5, $5\frac{1}{4}$ and $5\frac{3}{8}$ inches in circumference. Stringing of clearest, best quality gut. Without cover. Each, \$8.00

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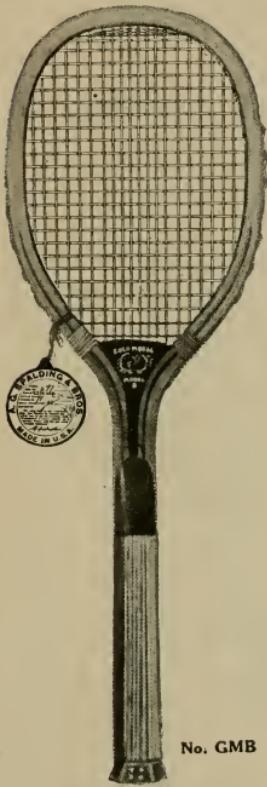
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Spalding "Gold Medal" Racket

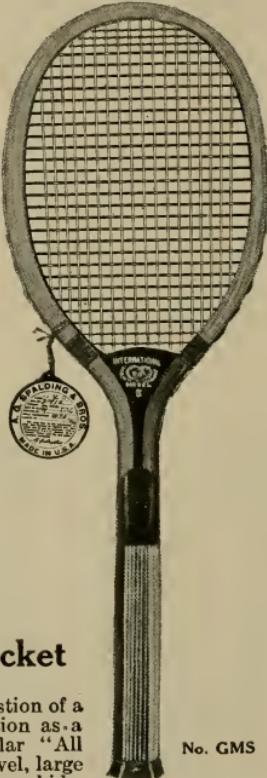
STYLE B STRINGING

Patented January 3, 1905; June 12, 1906

No. GMB. The success we have met with in putting out this racket, accompanied by the broadest guarantee ever given on an article of this kind, is the best evidence as to the truth of our assertions regarding the great care which we exercise in watching every detail of its manufacture. Special strung, reinforcing the central portion. Shoulders bound with gut. Four-sided handles, 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ inches in circumference. Stringing of clearest and absolutely best quality gut. Dogwood insertion in shoulders. Without Cover. . Each, \$8.00



No. GMB



No. GMS

Spalding "International" Racket

Patented January 3, 1905

No. GMS. Made after the suggestion of a player of international reputation as a variation on our most popular "All Comers" Racket. Straight bevel, large frame, reinforced outside with rawhide. Black throat piece; shoulders gut bound. Handles, 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ in. circumference. Best gut stringing. Without Cover. Each, \$8.00

Four-sided

Without Cover. Each, \$8.00



No. GMF

Spalding "All Comers" Racket

Reg. U. S. Pat. Off., Feb. 20, 1912. Patented January 3, 1905; June 12, 1906

No. GMF. Built for hard, continuous play. Most dependable style for tournament use. New model, with large frame. Walnut throat piece; shoulders gut wrapped and with special side reinforcement of rawhide. Stringing is double in the central portion, in the latest expert style. Four-sided handles, 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ inches in circumference. Stringing of clearest and absolutely best quality gut. Without Cover. . . . Each, \$8.00

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SPALDING "FAMOUS MODEL" RACKETS

They are replicas of those used by some of the greatest players in England and United States, with the addition of special features of our invention which make them far ahead of anything on the market except the Spalding Rackets AA, AB, AC, GMB, GMS, GMF, GML, OGM and GMH. Frames of finest white ash, highly polished, combed Spanish cedar handle, leather capped.



Pat'd. March 6, 1900;
Jan. 3, 1906.

No. EE

No. GX
Patented
Mar. 6, 1900;
Jan. 3, 1906.
June 12, 1906.

Spalding "Domino" Model DD. Depressed walnut throat, with rawhide reinforcement inside and outside. Double stringing in central portion. Gut wound shoulders. Selected gut stringing. Four-sided handle. Each, \$6.00

Spalding "Eclat" Model EE. Depressed walnut throat, rawhide reinforcement outside. Gut wrapped shoulders. Double stringing in central portion. Selected gut stringing. Four-sided handle. \$6.00

Model GX. Gold medal shape. Stringing of best gut, is double in the central portion in the popular expert style. Each, \$5.00

Model DH. Hand made throughout; best selected gut stringing. Modeled after style racket used exclusively by two English players who were world's champions. Double stringing in central portion of racket. . . . Each, \$5.00

Model EH. Depressed walnut throat, with dogwood reinforcement. Selected gut stringing. Shoulders wrapped with vellum and gut. Recommended except for championship tournament play Each, \$5.00

No. EH

No. DH

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Spalding Tennis Rackets

GUARANTEE

We guarantee Lawn Tennis Rackets for a period of 30 days from date of purchase by the user. The Guarantee Tag attached to each Spalding Lawn Tennis Racket reads as follows: If this Racket proves defective in workmanship or material within 30 days from date of purchase, please return, transportation charges prepaid, to any Spalding Store, and the defect will be rectified. Imperfectly strung Rackets will be restrung, and in the event of a broken frame, due to workmanship or defective material, the Racket will be replaced.

Notice.—This Guarantee does not apply to Rackets weighing less than 13 ounces.

We urge that at conclusion of play Racket be rubbed dry, and when not in use be covered with Waterproof Cover, placed in a Racket Press, and gut occasionally gone over with Spalding Tennis Gut Preservative.

KEEP YOUR RACKET IN
A DRY PLACE in a
Press, otherwise the
Guarantee is void.

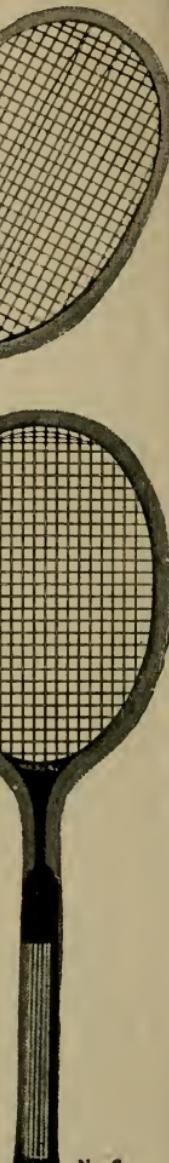


No. 11

No. 8

LAKESIDE

No. 5



No. 6

No. 11. The Tournament. Taped shoulders; strung with good quality gut. This model has been famous with some of the most successful players for years past. The special depressed-throat piece with which we are making it now, we introduced originally in our No. OGM Hackett and Alexander model. Extra stringing in central portion. (Reg. U. S. Pat. Off.) Each, \$4.00

No. 8. The Slocum. Oval shape, good quality frame, strung with special gut; double in the central portion. A very superior racket at a moderate price. (Patented Jan. 3, 1905.) Each, \$3.50

No. 5. The Lakeside. Improved style. Frame of finest selected white ash, highly polished, with combed Spanish cedar handle, leather capped. Stringing double in central portion of good quality gut. (Patented Jan. 3, 1905.) Each, \$3.00

No. 6. The Nassau. Depressed throat. Frame of white ash, highly polished with combed Spanish cedar handle, leather capped. Stringing of good quality gut. (Reg. U. S. Pat. Off.) Each, \$3.00.

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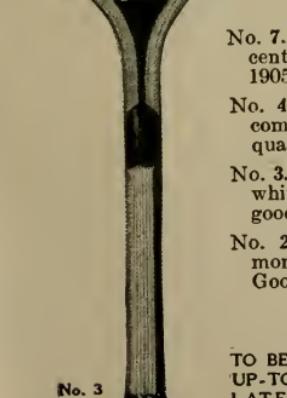
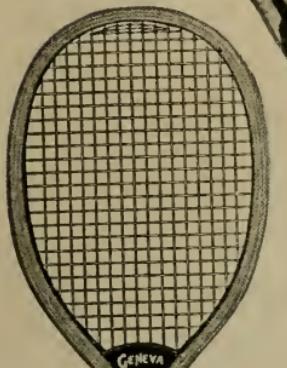
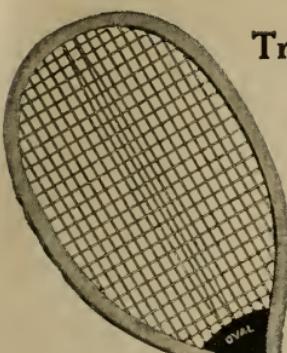


Spalding Trade-Mark Tennis Rackets

FOLLOWING IS IMPORTANT TO THE PURCHASER

It is not our purpose to restrict our very broad guarantee in an arbitrary or unfair manner, but as manufacturers we are compelled to draw the line against claims that are made where strunging has broken or frames have gone out of shape through abuse or careless handling. A racket that is thrown on the grass, left out all night, played with during wet weather or at the seashore, without proper gut treatment, does not come within any guarantee, as any fairminded person will realize. At the conclusion of play a racket should be rubbed dry, and when not in use it should be covered with a waterproof cover and placed in a press. The gut strunging of a racket should occasionally be gone over with Spalding Tennis Gut Preservative.

Always use gut preservative on a racket you are playing with at the seashore.



No. 7

No. 4

No. 2

No. 7. **The Oval.** Oval shape with extra stringing in central portion; good quality gut. (Patented Jan. 3, 1905.) Each, \$2.50

No. 4. **The Greenwood.** Frame of white ash with combed Spanish cedar handle. Stringing of good quality gut. (Patented Jan. 3, 1905.) Each, \$2.00

No. 3. **The Geneva.** A well-made racket. Frame of white ash with combed cedar handle. Strung with good quality gut. Each, \$1.50

No. 2. **The Favorite.** An excellent racket for the money. Frame of ash with combed cedar handle. Good quality gut. Each, \$1.25

TO BE CERTAIN THAT YOUR OUTFIT IS CORRECT AND UP-TO-DATE YOU SHOULD ALWAYS REFER TO THE LATEST SPALDING CATALOGUE, MAILED FREE ON REQUEST, TO ANY ADDRESS.

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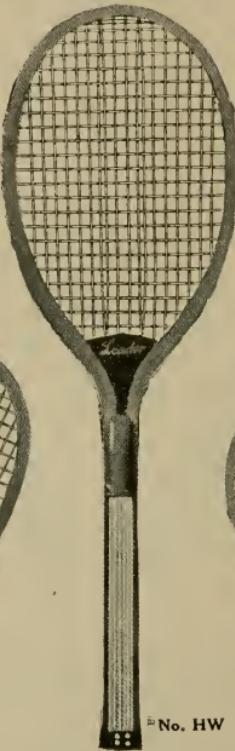


Spalding Hickory Tennis Rackets

Made in the Spalding Tennis
Factory, Chicopee, Mass.



No. HX



No. HW



No. HS

All gut strung and with walnut throat piece. Well finished; properly shaped. Guaranteed against ordinary defects in material and workmanship. Made of well-seasoned hickory, *not* of white ash as in our other rackets.

No. HX. Champion. Full size. Regular style stringing. Each, \$2.00
No. HW. Leader. Good size. Double strung center. Each, \$1.50
No. HS. Junior. Slightly under full size. Regular stringing. Each, \$1.00
No. HR. Middy. Medium size. Regular style stringing. Each, 75c.
No. HK. Midget. Small size. Gut strung. Each, 50c.

We urge that at the conclusion of play the Racket be rubbed dry, and when
No. HR not in use be covered with a Waterproof Cover, placed in a Racket Press, and
the Gut occasionally gone over with Spalding Tennis Gut Preservative.

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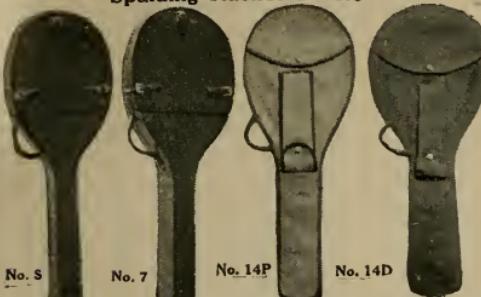
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Spalding Racket Covers.



No. X. Head cover only, rubber fabric: . . . Each, 25c.
 No. O. Brown and mixed colored canvas cover, full size. Each, 35c.
 No. 1P. Soft felt cover, full size. Ball pocket. " 50c.
 No. 2P. Waterproof sateen twill. Ball pocket. " 75c.
 No. G.M.P. Good quality, assorted colors and materials. Ball pocket. " 1.00
 No. 14P. Canvas cover, neatly bound, with extra pocket to hold balls. " 1.00
 No. 14D. Olive twill for two rackets. Flap back and front. Ball pocket. " 2.00
 No. 16. Well finished sheepskin, neatly bound. A very attractive cover. " 2.00
 No. 5. Stiff leather, for one racket. " 7.00
 No. 7. Stiff leather, for two rackets. " 8.00

English Leather Tennis Bag



No. 12. Made of special quality leather and with compartments to hold rackets, balls and suit. . . . Each, \$12.00

Rackets Restrung

We make a specialty of restringing rackets of every known make. The work is done by our most scientific stringers, and none but first quality gut is used. When sending rackets to us to be restrung be sure to prepay charges on the package and mark with your name and address. Write us under separate cover full particulars regarding restringing.

No. 1. Good quality Gut, White only. . . . Each, \$1.00
 No. 2. Superior quality Gut, White only. " 1.75
 No. 3. Best quality Gut, White only. " 2.50
 No. 4. Special Expert Stringing, White only. " 3.50

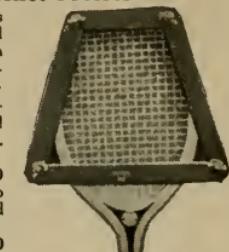
Spalding Lawn Tennis Score Books

Official Lawn Tennis Score Book, paper cover, 16 sets. 10c.
 Extra Tennis Score Cards, 4 sets. . . . Dozen, 10c.

Spalding Racket Presses

The most effective style presses in use to-day. Rackets should be kept in press when not in use to prevent warping, especially when exposed to moisture or used at the seashore.

No. OR. For one racket. Steel screws . . . Each, 50c.
 No. 2R. For one racket. Nicely finished Each, \$1.00
 No. 5R. For one or two rackets. Finely polished walnut, with brass fittings. Each, \$2.50
 No. 15R. For six rackets. Brass fittings, heavy construction, special well finished walnut. . . . Each, \$5.00



No. SR

Spalding

"Club" Racket Press

Invaluable for
Clubs Conducting Tournaments



No. C.P. This is a most substantial affair and is arranged for any number of rackets up to 24. The proper thing for clubs where it is necessary to keep a number of rackets in proper shape all the time. . . . Each, \$25.00

Rubber Handle Cover

No. 3. For covering racket handles to secure a better grip. Rubber special surface. . . . Each, 75c.

Seccomb Grip Winder

No. S. Rubber fabric, to wind around racket handle. Ea., 15c.

Rubber Adhesive Tape Handle Grip
for Racket

No. AD. Made especially for this purpose, 1 inch wide. Piece 4 feet long in individual box, . . . Each, 10c.

Spalding Tennis Gut Preservative

Apply immediately after playing, as it takes a little time to dry thoroughly. Two-ounce bottle of special quality preservative, complete with good brush in box. . . . Bottle, 25c.

Spalding Sweat Band

No. 1. Useful for players who are obliged to wear eyeglasses and who are troubled in play with perspiration dropping on them and blurring the vision. . . . Each, 50c.

No. SB. Complete with green lined visor. . . . Each, 75c.



No. SB

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'SPALDING TENNIS POSTS

Spalding "Championship" Tennis Posts

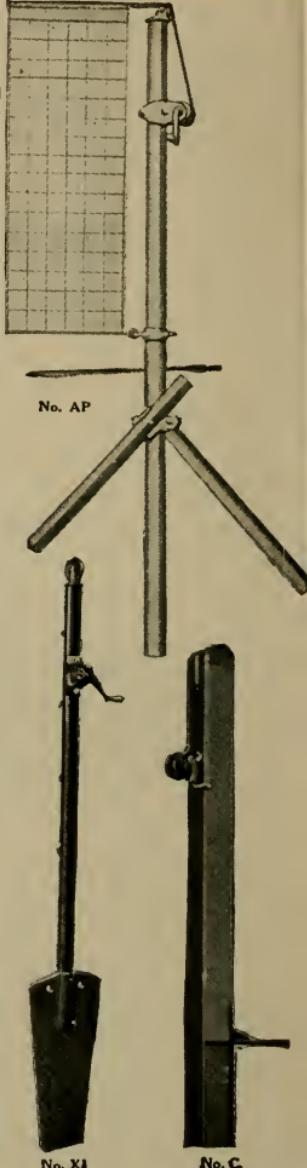
In use on the courts of the most prominent clubs in this country
Uprights of heavy 2-inch japanned steel tubing, go 24 inches into ground and
each equipped with wheel at top Ratchet for tightening net has a partic-
ularly strong leverage.

Triple claw clutches, made of heavy wrought iron, hold posts firm with no shift-
ing or shaking and the tighter the net is drawn the more rigid the posts become.

No. A. Pair. \$20.00

Without the triple claw clutches, but otherwise same as No. A "Championship"
Posts This is the style used on the best concrete courts, especially in California.

No AN. Pair. \$15.00



Spalding "Anchored" Steel Tennis Posts

Posts of galvanized steel tubing, $2\frac{1}{2}$ inches in diameter, are held securely in place by anchor stakes driven through sockets on the sides of the posts. The most reliable and rigid method of fastening upright posts per-
manently that has ever been brought to our at-
tention One post fitted with tightening ratchet.

No. AP Pair. \$12.00

Spalding "Tournament" Tennis Posts

These posts are fitted with a tightening arrangement that is business-like and effective in the extreme, no doubt about the top rope being taut when the arm drops into the slot A new principle has been utilized also in the cutting end and the angle brace to hold the posts absolutely rigid Heavy black enamel finish throughout

No AA. Pair. \$10.00

Spalding "Club" Tennis Posts

Best quality $2\frac{3}{4}$ -inch square ash, nicely polished and varnished. Equipped with japanned braces and extend 30 inches into the ground. Extra heavy brass ratchet is made after an English design, and is the same as supplied by our London House to some of the best clubs in Great Britain

No. B. Pair. \$10.00

Spalding Tennis Posts

Well made posts of japanned, iron piping, fitted with spade shaped hot-
toms into which the posts are inserted, leaving no obstructions when removed Well con-
structed reel on one post in each pair

No XI. Pair. \$7.50

Spalding "Casino" Tennis Posts

Heavy square wood posts, painted red and nicely varnished and striped Wheel at top of each post and reel attached to one post Extra heavy japanned iron brackets to steady posts, which extend 30 inches into the ground

No C. Pair. \$7.50

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Spalding Tennis Posts

No. DR. Square posts of wood, handsomely painted. Wheel at top of each post and reel fastened to one post; japanned iron bracket braces to steady posts, which extend 24 inches into the ground. Pair, \$6.00



Spalding Tennis Poles

No. E. Finely polished, solid, spiked. Complete, guy ropes and patented pegs (patented December 8, 1914). Pair, \$2.00

No. FX. New design, nicely painted. Complete, with guy ropes and special iron pegs (patented December 8, 1914). Pair, \$1.50

Spalding Indoor Tennis Posts

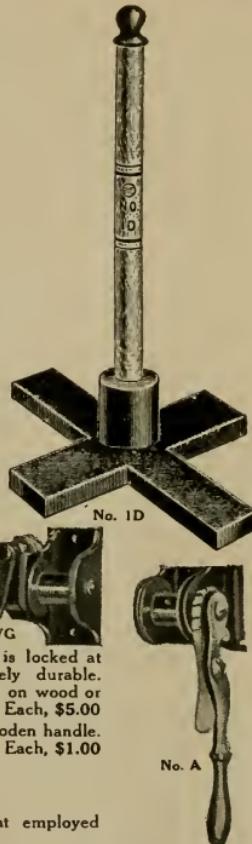
No. 1D. Heavy castings used for bases of these posts are sufficiently weighty to hold them secure without fastening to floor. For use particularly in armories and halls where the floors must be kept in perfect condition. Pair, \$10.00

Spalding "Side-Line" Tennis Posts

No. SL. To put net at the proper height for a single court game without taking down net or removing regular double court posts. Pair, 75c.

Spalding Wood Backstop Post

No. BS. Backstop Post only, wooden. Each, \$1.25



Reels for Tennis Posts

No. A. With this reel we furnish a ratchet tightening device of strongest possible construction and closest adjustment. Nothing better made for the purpose. This is the reel we furnish on our No. A tennis posts. Each, \$6.00

No. WG. Automatic locking reel, without ratchet. Turned in either direction reel is locked at moment of release. No slacking; extremely durable. When ordering, mention whether to be used on wood or iron posts. Each, \$5.00

No. R. Regulation style, japanned finish, wooden handle. Each, \$1.00

Pulleys and Axles

No. O. Japanned pulleys, complete with axles, for top of tennis posts. Pair, 35c.

Guy Ropes and Pegs for Tennis Nets

No. 1M. Cotton ropes, metal pegs for tennis posts. Set, 50c.

No. 3M. Cotton ropes with metal pegs for backstops. Set, \$1.00

Spalding "Anchored" Backstops

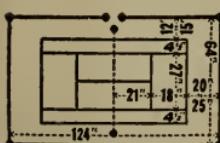
Method of fastening uprights in ground is similar to that employed with our No. AP Tennis Posts. This style of construction we consider the most practical of any for first-class tennis equipment.

No. 41. 376 feet, 8 feet high, posts 8 feet apart, including corner posts and gates. Shipping weight, 3650 lbs. \$285.00
For greater or less quantity than 376 feet, add or deduct at the rate of 63c. per foot.

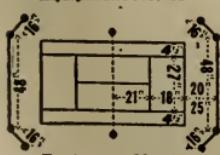
No. 401. Same as No. 41, but 10 feet high, posts 8 feet apart. Shipping weight, 4050 lbs. \$325.00
For greater or less quantity than 376 feet of 10 feet high. add or deduct at the rate of 73c. per foot.

No. 42. 160 feet, 8 feet high, posts 8 feet apart, including end and corner posts. Shipping weight, 1850 lbs. \$140.00

No. 402. Same as No. 42, but 10 feet high, posts 8 feet apart. Shipping weight, 2050 lbs. \$160.00



Equipment No. 41



Equipment No. 42

Prices for these sets of "Anchored" Back Stop equipment are on board cars New York City. Complete instructions for setting up of these fences, also blue prints showing location of posts and all details, are furnished with each order. Any intelligent mechanic following these instructions can set the fence. We will, however, if desired, supply men to do this work, our charge for which is \$8.80 per day, or \$1.10 per hour, and expenses (traveling and board) for two men—man and helper.

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Spalding "Championship" Tarred Nets—Hand Made

For tournament play Furnished with extra heavy galvanized wire cable. Extra Heavy duck binding at top.
No. 10-0. 42 ft. 6 in. x 3 1/4 ft., 48 thread. Each, \$15.00 No. 9-0. 42 ft. 6 in. x 3 1/4 ft., 30 thread. Each, \$12.00
No. 8-0. 33 ft. x 3 1/4 ft., 30 thread Each, \$10.00

Spalding Tarred Nets, Hand Made; Bound with 10 oz. Duck at Top, with Galvanized Wire Cable

No. 7-0. 42 ft. 6 in. x 3 1/4 ft., 21 thread. Each, \$10.00 No. 6-0. 33 ft. x 3 1/4 ft., 21 thread. Each, \$9.00

Spalding Black Twine Club Nets—Hand Made

Dyed with fast coloring matter which adds to their durability. Bound at top with a double band of 8 oz. white duck. 2 inches wide.
Heavy tarred manila ropes top and bottom. Each

No. 5-0. 42 ft. x 3 1/4 ft., 30 thread, single center. Each, \$8.00 No. 3-0. 42 ft. x 3 1/4 ft., 21 thread, double center 26 ft. \$8.00
No. 4-0. 36 ft. x 3 1/4 ft., 30 thread, single center. " 7.50 No. 2-0. 36 ft. x 3 1/4 ft., 21 thread, double center 20 ft. 7.50

Spalding Double Center Nets—Hand Made

Double Twine Knitted Together from 20 to 26 Feet. White, 21 Thread, Double Court
No. 3D. 42 ft. x 3 ft., double center 26 feet. Each, \$6.50 No. 2D. 36 ft. x 3 ft., double center 20 feet. Each, \$6.00

Spalding Canvas Bound Nets—Hand Made

NOT Double Center. Top bound with heavy 2-inch canvas strip
No. 3B. Double Court, 42 ft. x 3 ft., 21 thread, white. Ea., \$5.00 No. 2B. Double Court, 36 ft. x 3 ft., 21 thread, white. Ea., \$4.50

Galvanized Steel Cable for Top Cords.—Full length 1/4-inch galvanized steel cable, five strands of seven wires each; twisted tightly With metal loop at each end and manila rope ends to fasten to post. Each, \$2.00

Spalding Machine Made Nets

Top bound with heavy 2-inch canvas strip. (White)
'No. 5A. Double Court, 42 ft., 21 thread, tarred. Each, \$5.00 No. 21A. Double Court, 36 ft., 21 thread. Each, \$3.25
No. 4A. Double Court, 42 ft., 21 thread. " 3.50 No. 3A. Double Court, 42 ft., 15 thread. " 2.00

No. 2A. Double Court, 36 ft., 15 thread. Each, \$1.75

Top and bottom bound with heavy cotton rope. (White)
No. 3. Double Court, 42 ft., 15 thread. Each, \$1.50 No. 2. Double Court, 36 ft., 15 thread. . . . Each, \$1.25
No. 1. Single Court, 27 ft., 12 thread. Each, \$1.00

Spalding Twine Nets for Backstops—Machine Made

No. 4. White, 50 feet long, 7 feet high, 9 thread. Each, \$2.50 No. 5. White, 50 feet long, 8 feet high, 12 thread. Ea., \$3.50
No. 5X. Tarred, 50 feet long, 8 feet high, 12 thread. Each, \$4.00

Canvas Center Straps for Holding Center of Net at Regulation Height

No. 2-0. Does not chafe net, and cannot possibly cause the ball to glance off and strike out of court. Each, \$1.00
No. 3-0. Tournament Pattern, same as No. 2-0, except fitted with a turnbuckle, with which height of net can be adjusted to a hair. Each, \$1.25

Iron Center Forks—No. 2. Good quality iron fork. Each, \$1.00

Spalding "Eureka" Wet Tennis Markers

Patented July 27, 1909

For grass or clay courts. Uses liquid water slaked lime. Makes clear cut line. No brushes to clog and wear. Simple to operate. Flow of liquid under instant control.

No. 11. Vertical; small tank. Each, \$10.00
No. 26. Horizontal; for club use; large tank: " 20.00

Spalding Improved "Wet Spray" Tennis Marker

For Grass Courts Only

No. X. Simple, but effective. Flow of liquid under instant control from handle. Makes an even line of uniform width. No ribbon; liquid flows directly on wheel. Each, \$7.50

Spalding Dry Tennis Markers

For Dirt Courts Only

No. 3. No mixing of material. Uses marble dust and slaked lime, etc. Made substantially of iron, nicely japanned. The best dry tennis marker made. . . . Each, \$2.00

No. 2. Same as No. 3, but smaller size and lighter material. Each, \$1.00

Spalding Portable Marking Tapes

No. 3. For Single Court, 100 staples and pins. Set, \$3.50

No. 4. For Double Court, 200 staples and 14 pins " 4.00

No. 6. For Double Court, extra quality canvas, complete with 200 staples and 14 pins. Set, \$6.00

No. S. Extra Staples. Per 100, .50

Spalding Marking Plates

For permanently marking angles of court. Malleable iron, painted white. Set consists of eight corner and two T pieces. No. 1. With separate pins. Set, \$1.00
No. 2. With wedge pins attached. " 1.50

Spalding "Newport" Scoring Tree

No. N. Most useful scoring device. Practically indispensable for any club conducting important tournaments. Substantial and complete with everything necessary for announcing progress of games and sets. Complete, \$25.00

Spalding "Umpire" Chair

No. 1. Same style as used at Newport and at all important tournaments. Complete with awning. Each, \$20.00

Spalding Tether Tennis Game

No. 1. Tether Tennis Ball and Cord (regular tennis ball with twine knitted cover). Each, \$1.00

No. 2. Tether Pole, 14 feet. " 1.75

No. TP. Tether Pole, 12 feet above ground. Galvanized steel pole. Made specially for playground use. Ea., \$10.00

No. 5. Marking Ropes for circle and dividing line, with staples. Set, \$1.00

Spalding "Patent Angle" Steel Measuring Tapes

Especially adapted for laying out tennis courts and all kinds of athletic fields. With this tape one person can easily secure accurate right angles, yet the tape is equal to any other for straight measuring also. Enclosed in hard leather case, flush handles with patent automatic handle opener; all mountings nickel-plated. Accuracy guaranteed.

No. A. 50 feet. Each, \$4.00 No. B. 100 feet. Each, \$6.75

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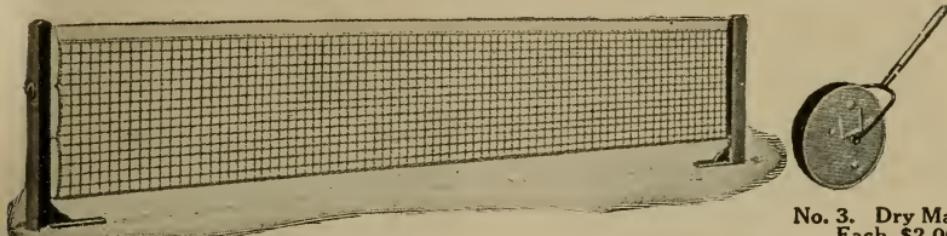
A. G. SPALDING & BROS.
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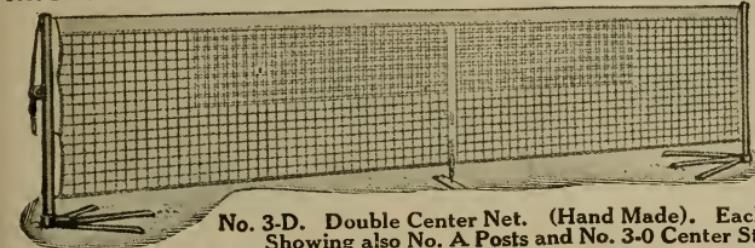


TRADE-MARK GUARANTEES
QUALITY



No. 3. Dry Marker
Each, \$2.00

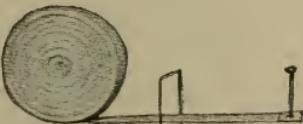
No. 3-A. Machine Made Net. Each, \$2.00. Showing also No. C Posts



No. 3-D. Double Center Net. (Hand Made). Each, \$6.50
Showing also No. A Posts and No. 3-O Center Strap



No. 3-O. Center Strap.
Each \$1.25



No. 6. Marking Tape
Set, \$6.00

No. 1. Umpires' Chair
Each, \$20.00



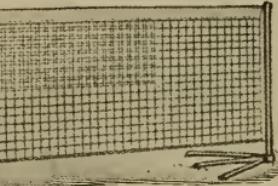
No. 1 Set, \$1.00
Marking Plates

No. 2 Set, \$1.50

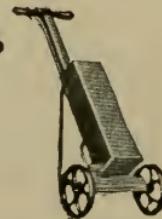
No. A. Measuring Tape
Each, \$4.00

Scoring Tree
No. N. Complete, \$25.00

No. 26. Eureka Marker
Each, \$20.00



No. X. Marker
Each, \$7.50



No. 11. Eureka Marker
Each, \$10.00



No. 3. Dry Marker
Each, \$2.00

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ACCEPT NO SUBSTITUTE **THE SPALDING TRADE-MARK** GUARANTEES QUALITY



No. BBH



No. AH



No. CH



No. A



No. CS



No. C



No. BC



No. BBH High cut, black, finest quality kangaroo uppers, special quality white oak soles and spring heels, with official approved blunt spikes in soles and heels. Sewed welt. Ideal shoes for tennis on turf courts. Used by champion tennis players. Pair, \$6.00

No. CH High cut, best white canvas, fine quality red rubber flat soles. Sewed welt. Pair, \$4.50

No. CS. Low cut, best white canvas, fine quality white oak soles, with blunt spikes. Good for either tennis or cricket. Pair, \$4.00

No. C. Low cut, best white canvas, fine quality red rubber flat soles. Excellent yachting shoes. Pair, \$3.50

No. BC. High cut, best white canvas, laced very low. Perforated red rubber soles. Also good for golf or yachting. Pair, \$3.50

No AH High cut, tan calf, with best red rubber flat soles. Sewed welt and absolutely best grade material throughout. Pair \$6.00

Our Sprinting Basket Ball Shoes, No. BBS, with extra heavy rubber soles, are excellent also for lawn tennis.

No A. Low cut, tan calf, with best red rubber flat soles. Sewed welt. Quality same as No AH. Pair \$5.50

No D. Low cut, white canvas, red rubber flat soles. Supplied in C, D, and E widths only. No special orders. These shoes are not guaranteed. Pair, \$1.50

We resole Spalding Rubber Soled Tennis, Golf and Squash Shoes. The work is done in the Spalding Shoe Factory, where the shoes are made. This is a convenience that other manufacturers are unable to offer.

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STANDARD QUALITY

An article that is universally given the appellation "Standard" is thereby conceded to be the Criterion, to which are compared all other things of a similar nature. For instance, the Gold Dollar of the United States is the Standard unit of currency, because it must legally contain a specific proportion of pure gold, and the fact of its being Genuine is guaranteed by the Government Stamp thereon. As a protection to the users of this currency against counterfeiting and other tricks, considerable money is expended in maintaining a Secret Service Bureau of Experts. Under the law, citizen manufacturers must depend to a great extent upon Trade-Marks and similar devices to protect themselves against counterfeit products—without the aid of "Government Detectives" or "Public Opinion" to assist them.

Consequently the "Consumer's Protection" against misrepresentation and "inferior quality" rests entirely upon the integrity and responsibility of the "Manufacturer."

A. G. Spalding & Bros. have, by their rigorous attention to "Quality," for forty years, caused their Trade-Mark to become known throughout the world as a Guarantee of Quality as dependable in their field as the U.S. Currency is in its field.

The necessity of upholding the guarantee of the Spalding Trade-Mark and maintaining the Standard Quality of their Athletic Goods, is, therefore, as obvious as is the necessity of the Government in maintaining a Standard Currency.

Thus each consumer is not only insuring himself but also protecting other consumers when he assists a Reliable Manufacturer in upholding his Trade-Mark and all that it stands for. Therefore, we urge all users of our Athletic Goods to assist us in maintaining the Spalding Standard of Excellence, by insisting that our Trade-Mark be plainly stamped on all athletic goods which they buy, because without this precaution our best efforts towards maintaining Standard Quality and preventing fraudulent substitution will be ineffectual.

Manufacturers of Standard Articles invariably suffer the reputation of being high-priced, and this sentiment is fostered and emphasized by makers of "inferior goods," with whom low prices are the main consideration.

A manufacturer of recognized Standard Goods, with a reputation to uphold and a guarantee to protect, must necessarily have higher prices than a manufacturer of cheap goods, whose idea of and basis of a claim for Standard Quality depends principally upon the eloquence of the salesman.

We know from experience that there is no quicksand more unstable than poverty in quality—and we avoid this quicksand by Standard Quality.



STANDARD POLICY

A Standard Quality must be inseparably linked to a Standard Policy.

Without a definite and Standard Mercantile Policy, it is impossible for a Manufacturer to long maintain a Standard Quality.

To market his goods through the jobber, a manufacturer must provide a profit for the jobber as well as for the retail dealer. To meet these conditions of Dual Profits, the manufacturer is obliged to set a proportionately high list price on his goods to the consumer.

To enable the glib salesman, when booking his orders, to figure out attractive profits to both the jobber and retailer, these high list prices are absolutely essential; but their real purpose will have been served when the manufacturer has secured his order from the jobber, and the jobber has secured his order from the retailer.

However, these deceptive high list prices are not fair to the consumer, who does not, and, in reality, is not ever expected to pay these fancy list prices.

When the season opens for the sale of such goods, with their misleading but alluring high list prices, the retailer begins to realize his responsibilities, and grapples with the situation as best he can, by offering "special discounts," which vary with local trade conditions.

Under this system of merchandising, the profits to both the manufacturer and the jobber are assured; but as there is no stability maintained in the prices to the consumer, the keen competition amongst the local dealers invariably leads to a demoralized cutting of prices by which the profits of the retailer are practically eliminated.

This demoralization always reacts on the manufacturer. The jobber insists on lower, and still lower, prices. The manufacturer, in his turn, meets this demand for the lowering of prices by the only way open to him, viz.: the cheapening and degrading of the quality of his product.

The foregoing conditions became so intolerable that, 17 years ago, in 1899, A. G. Spalding & Bros. determined to rectify this demoralization in the Athletic Goods Trade, and inaugurated what has since become known as "The Spalding Policy."

The "Spalding Policy" eliminates the jobber entirely, so far as Spalding Goods are concerned, and the retail dealer secures the supply of Spalding Athletic Goods direct from the manufacturer by which the retail dealer is assured a fair, legitimate and certain profit on all Spalding Athletic Goods, and the consumer is assured a Standard Quality and is protected from imposition.

The "Spalding Policy" is decidedly for the interest and protection of the users of Athletic Goods, and acts in two ways:

FIRST.—The user is assured of genuine Official Standard Athletic Goods.

SECOND.—As manufacturers, we can proceed with confidence in purchasing at the proper time, the very best raw materials required in the manufacture of our various goods, well ahead of their respective seasons, and this enables us to provide the necessary quantity and absolutely maintain the Spalding Standard of Quality.

All retail dealers handling Spalding Athletic Goods are requested to supply consumers at our regular printed catalogues prices—neither more nor less—the same prices that similar goods are sold for in our New York, Chicago and other stores.

All Spalding dealers, as well as users of Spalding Athletic Goods, are treated exactly alike, and no special rebates or discriminations are allowed to anyone.

This, briefly, is the "Spalding Policy," which has already been in successful operation for the past 17 years, and will be indefinitely continued.

In other words, "The Spalding Policy" is a "square deal" for everybody.

A. G. SPALDING & BROS.



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SPALD

ATHLETIC LIBRARY

A separate book covers every Athletic Sport
and is Official and Standard
Price 10 cents each

GRAND PRIZE



ST. LOUIS, 1904



GRAND PRIZE



PARIS, 1900

SPALDING
ATHLETIC GOODS
ARE THE STANDARD OF THE WORLD

A. G. SPALDING & BROS.

MAINTAIN WHOLESALE AND RETAIL STORES IN THE FOLLOWING CITIES

NEW YORK	CHICAGO	ST. LOUIS
BOSTON	MILWAUKEE	KANSAS CITY
PHILADELPHIA	DETROIT	SAN FRANCISCO
NEWARK	CINCINNATI	LOS ANGELES
ALBANY	CLEVELAND	SEATTLE
BUFFALO	COLUMBUS	SALT LAKE CITY
SYRACUSE	INDIANAPOLIS	PORTLAND
ROCHESTER	PITTSBURGH	MINNEAPOLIS
BALTIMORE	WASHINGTON	ATLANTA
LONDON, ENGLAND		ST. PAUL
LIVERPOOL, ENGLAND		LOUISVILLE
BIRMINGHAM, ENGLAND		DENVER
MANCHESTER, ENGLAND		NEW ORLEANS
BRISTOL, ENGLAND		DALLAS
EDINBURGH, SCOTLAND		MONTREAL, CANADA
GLASGOW, SCOTLAND		TORONTO, CANADA
		PARIS, FRANCE
		SYDNEY, AUSTRALIA

Factories owned and operated by A. G. Spalding & Bros. and where all of Spalding's Trade Mark'd Athletic Goods are made are located in the following cities:

NEW YORK	CHICAGO	SAN FRANCISCO	CHICOPEE, MASS.
BROOKLYN	BOSTON	PHILADELPHIA	LONDON, ENG.

Hollinger Corp.
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